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Section des télécommunications

## Radiodiffusion et télévision

1995

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This publication was prepared under the direction of:

- **F.D. Gault**, Director, Science and Technology Redesign Project
- **J.R. Slattery**, Chief, Telecommunications Section

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Cette publication a été rédigée sous la direction de:

- **F.D. Gault**, directeur, Projet de remaniement des sciences et de la technologie
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Le papier utilisé dans la présente publication répond aux exigences minimales de l'"American National Standard for Information Sciences" - "Permanence of Paper for Printed Library Materials", ANSI Z39.48 - 1984.



## Table of Contents

|                                | Page |
|--------------------------------|------|
| <b>Highlights</b>              | 7    |
| <b>Introduction</b>            | 9    |
| Concepts                       | 9    |
| Survey Methodology and Quality | 10   |
| Analysis                       | 13   |

## Text Table

|  |    |
|--|----|
| 1. Canadian Broadcasting Corporation Operating Revenues, 1995  | 13 |
| 2. Number of Licensed and Operating Business Organizations, Television, AM, FM and Other Stations, by Area, 1995 | 13 |
| 3. Air Time Sales by Type of Advertising and Source, 1995  | 15 |
| 4. International Payments and Receipts of Radio and Television Broadcasting Industry, 1995                       | 16 |

## Table

|  |    |
|--|----|
| 1. Revenue, Expenses and Employees of the Radio and Television Broadcasting Industry, 1995 and 1994                        | 18 |
| 2. Revenue, Expenses and Employees of the Radio and Television Broadcasting Industry, 1995                                 | 19 |
| 3. Balance Sheet Data of Radio and Television Broadcasting Industry, by Area, 1995   | 20 |
| 4. Statement of Retained Earnings for the Privately Owned Radio and Television Broadcasting Industry, by Area, 1995        | 22 |
| 5. Statement of Changes in Cash Position for the Privately Owned Radio and Television Broadcasting Industry, by Area, 1995 | 22 |
| 6. Revenue, Expenses and Employees of the Privately Owned Radio and Television Broadcasting Industry, by Area, 1995        | 24 |
| 7. Operating Revenue, Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by Area, 1995             | 26 |

## Table des matières

|                                      | Page |
|--------------------------------------|------|
| <b>Faits saillants</b>               | 7    |
| <b>Introduction</b>                  | 9    |
| Concepts                             | 9    |
| Méthodologie et qualité de l'enquête | 10   |
| Analyse                              | 13   |

## Tableau explicatif

|  |    |
|--|----|
| 1. Radio-Canada recettes d'exploitation, 1995  | 13 |
| 2. Nombre d'entreprises, de stations de télévision, MA, MF et autres stations licenciées et exploitées, par région, 1995 | 13 |
| 3. Ventes de temps d'antenne, selon le genre de publicité et la source, 1995   | 15 |
| 4. Recettes et paiements internationaux de l'industrie de la radiodiffusion et de la télévision, 1995                    | 16 |

## Tableau

|   |    |
|---|----|
| 1. Recettes et dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion et de la télévision, 1995 et 1994           | 18 |
| 2. Recettes et dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion et de la télévision, 1995                   | 19 |
| 3. Bilan de l'industrie de la radiodiffusion et de la télévision, par région, 1995  | 20 |
| 4. État des bénéfices non répartis de l'industrie de la radiodiffusion et de la télévision privées, par région, 1995                | 22 |
| 5. État de l'évolution de la situation financière de l'industrie de la radiodiffusion et de la télévision privées, par région, 1995 | 22 |
| 6. Recettes, dépenses et effectifs de l'industrie de la radiodiffusion et de la télévision privées, par région, 1995                | 24 |
| 7. Recettes, dépenses et effectifs de l'industrie de la radiodiffusion privée, par région, 1995                                     | 26 |



## Table of Contents - Continued

|  | Page |
|--|------|
| 8. Detail of Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by Area, 1995  | 28   |
| 9. Detail of Expenses and Employees of the Privately Owned Television Broadcasting Industry, by Area, 1995                                     | 30   |
| 10A. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Area, 1995 (Historical Cost)               | 32   |
| 10B. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Area, 1995 (Accumulated Depreciation)      | 32   |
| 10C. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Area, 1995 (Net Value)                     | 32   |
| 11A. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Area, 1995 (Historical Cost)          | 34   |
| 11B. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Area, 1995 (Accumulated Depreciation) | 34   |
| 11C. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Area, 1995 (Net Value)                | 34   |
| 12. Balance Sheet Data of the Privately Owned Radio and Television Broadcasting Industry, by Total Assets Grouping, 1995                       | 36   |
| 13. Statement of Retained Earnings for Privately Owned Radio and Television Broadcasting Industry, by Total Assets Grouping, 1995              | 38   |
| 14. Statement of Changes in Cash Position for the Privately Owned Radio and Television Broadcasting Industry, by Total Assets Grouping, 1995   | 38   |
| 15. Revenue, Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995                                 | 40   |
| 16A. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995 (Historical Cost)      | 42   |

## Table des matières - suite

|  | Page |
|--|------|
| 8. Dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion privée, par région, 1995   | 28   |
| 9. Dépenses d'exploitation et effectifs de l'industrie de la télévision privée, par région, 1995   | 30   |
| 10A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par région, 1995 (Coût d'origine)                            | 32   |
| 10B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par région, 1995 (Amortissement cumulé)                      | 32   |
| 10C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par région, 1995 (Après déduction de l'amortissement cumulé) | 32   |
| 11A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée par région, 1995 (Coût d'origine)                                 | 34   |
| 11B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par région, 1995 (Amortissement cumulé)                          | 34   |
| 11C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par région, 1995 (Après déduction de l'amortissement cumulé)     | 34   |
| 12. Bilan de l'industrie de la radiodiffusion et de la télévision privées, par groupe d'actifs totaux, 1995  | 36   |
| 13. État des bénéfices non répartis de l'industrie de la radiodiffusion et de la télévision privées, par groupe d'actifs totaux, 1995                                    | 38   |
| 14. État de l'évolution de la situation financière de l'industrie de la radiodiffusion et de la télévision privées, par groupe d'actifs totaux, 1995                     | 38   |
| 15. Recettes, dépenses et effectifs de la radiodiffusion privée, par tranche de recettes, 1995   | 40   |
| 16A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995 (Coût d'origine)               | 42   |



## Table of Contents - Continued

## Table des matières - suite

|   | Page |   | Page |
|---|------|---|------|
| 16B. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995 (Accumulated Depreciation)      | 42   | 16B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995 (Amortissement cumulé)                      | 42   |
| 16C. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995 (Net Value)                     | 42   | 16C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995 (Après déduction de l'amortissement cumulé) | 42   |
| 17A. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995 (Historical Cost)          | 44   | 17A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par tranche de recettes, 1995 (Coût d'origine)                                | 44   |
| 17B. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995 (Accumulated Depreciation) | 44   | 17B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par tranche de recettes, 1995 (Amortissement cumulé)                          | 44   |
| 17C. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995 (Net Value)                | 44   | 17C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par tranche de recettes, 1995 (Après déduction de l'amortissement cumulé)     | 44   |
| 18. Revenue, Expenses and Employees of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995                                     | 45   | 18. Recettes, dépenses et effectifs de l'industrie de la télévision privée, par tranche de recettes, 1995   | 45   |
| 19. Income Statement for the Privately Owned Radio and Television Broadcasting Industry, 1995   | 46   | 19. État des revenus de l'industrie de la radiodiffusion et de la télévision privées, 1995  | 46   |
| 20. Salaries, Wages and Fringe Benefits, and Employee Statistics of the Radio and Television Broadcasting Industry, by Staff Categories, 1995           | 46   | 20. Rémunération et avantages sociaux, et effectifs de l'industrie de la radiodiffusion et de la télévision, par catégorie de personnel, 1995   | 46   |
| 21. Revenue, Expenses and Employees of Toronto and Montreal Radio Stations, 1995  | 47   | 21. Recettes, dépenses et effectifs pour les stations de radio à Toronto et à Montréal, 1995  | 47   |
| 22. Operating Revenue, Expenses of the privately owned radio broadcasting industry by CMA, 1995   | 48   | 22. Recettes, dépenses et effectifs de l'industrie de la radiodiffusion privée, par CMA, 1995   | 48   |
| 23. Revenue, expenses and employees of the privately owned television broadcasting Industry by affiliation, 1995  | 50   | 23. Recettes, dépenses et effectifs de l'industrie de la télévision privée, par affiliation, 1995   | 50   |
| 24. Revenue, expenses and employees of the privately owned radio and television industry by language, 1995  | 51   | 24. Recettes, dépenses et effectifs de la l'industrie de la télévision et de la radio privées, par langue, 1995   | 51   |
| 25. Program and Production expenses of the privately owned television industry in Canada, by production source, 1995                                    | 52   | 25. Dépenses d'émissions de la télévision privée au Canada, par source de production, 1995  | 52   |
| 26. Program and Production expenses of the Privately Owned Television Industry in Canada, by Production Source, 1995                                    | 53   | 26. Dépenses d'émissions de la télévision privée au Canada, par source de production, 1995  | 53   |

**Table of Contents - Concluded**

|  | Page |
|--|------|
| 27. Private Radio and Television, Historical Financial Performance, 1992-1995        | 54   |
| 28. Private Television, Historical Financial Performance, 1992-1995                  | 55   |
| 29. Canadian Broadcasting Corporation Historical Financial Performance, 1992-1995    | 56   |
| 30. Private Radio, Historical Financial Performance, 1992-1995                       | 57   |
| 31. Private AM Radio, Historical Financial Performance, 1992-1995                    | 58   |
| 32. Private FM Radio, Historical Performance, 1992-1995                              | 59   |
| 33. Private Network Radio, Historical Performance, 1992-1995                         | 60   |
| 34. Non-Commercial Radio and Television, Historical Financial Performance, 1995-1992 | 61   |
| 35. Non-Commercial Television, Historical Financial Performance, 1995-1992           | 62   |
| 36. Non-Commercial Radio, Historical Financial Performance, 1995-1992                | 63   |
| 37. Pay and Specialty Services, Historical Financial Performance, 1992-1995          | 66   |
| 38. Specialty Services, Historical Performance, 1992-1995                            | 67   |
| 39. Pay Television, Historical Financial Performance, 1992-1995                      | 68   |

**Glossary of Terms**

The Glossary of Terms at the end of this publication provides definitions for those terms which have a special or technical meaning.

**For Further Reading****Order form****Table des matières - fin**

|   | Page |
|---|------|
| 27. Finances des réseaux de l'industrie de la télévision et radio privée, chiffres chronologiques, 1992-1995    | 54   |
| 28. Finances des réseaux de l'industrie de la télévision privée, chiffres chronologiques, 1992-1995             | 55   |
| 29. Finances des réseaux de la Société Radio Canada (SRC), chiffres chronologiques, 1992-1995                   | 56   |
| 30. Finances des réseaux de l'industrie de la radiodiffusion privée, chiffres chronologiques, 1992-1995         | 57   |
| 31. Finances des réseaux de l'industrie de la radiodiffusion MA privée, chiffres chronologiques, 1992-1995      | 58   |
| 32. Finances des réseaux de l'industrie de la radiodiffusion MF privée, chiffres chronologiques, 1992-1995      | 59   |
| 33. Finances des réseaux de l'industrie de la réseau privé de la radio, chiffres chronologiques, 1992-1995      | 60   |
| 34. Résultats financiers des réseaux de radio et télévision non-commerciales chiffres chronologiques, 1995-1992 | 61   |
| 35. Résultats financiers des réseaux de télévision non-commerciales chiffres chronologiques, 1995-1992          | 62   |
| 36. Résultats financiers des réseaux de radio non-commerciales chiffres chronologiques, 1995-1992               | 63   |
| 37. Finances de la télévision payante et des services facultatifs, chiffres chronologiques, 1992-1995           | 66   |
| 38. Finances des services facultatifs, chiffres chronologiques, 1992-1995                                       | 67   |
| 39. Télévision payante chiffres chronologiques, 1992-1995   | 68   |

**Glossaire des termes**

Le glossaire des termes, qui figure à la fin de cette publication, définit les termes qui ont un sens spécial ou technique.

**Lectures suggérées****Bon de commande**



## Highlights

- Radio and television broadcasting revenue in 1995 totalled \$2.67 billion, an increase of 2.5% since 1994.
- The CBC had a 2.6% decrease in air time sales.
- Total expenses for private radio and television increased 0.4%.
- The private broadcast expense/revenue ratio in 1995 was 95.3% compared to 97.0% in 1994.
- Privately owned television broadcasting reported a \$44.3 million profit in 1995 compared to \$38.4 million in 1994.
- Privately owned radio broadcasting reported a \$4.3 million net loss in 1995.
- The net cost of CBC operations decreased 0.8%.

In addition to the information provided in this publication, special tables and analytical services are available on a cost recovery basis from the Telecommunications Section; Science and Technology Redesign Project.

Special tables can be obtained by census metropolitan areas and by selected areas; by language of broadcast (English, French and other); by network affiliation; by market size (based on population size); and for program expenses (i.e. cost of programs telecast).

Direct access to broadcasting information is possible through CANSIM, Statistics Canada's machine-readable data base and retrieval system through the matrices TV 1803-1810; Radio 1811-1818 and Cable TV 1819-1828. Data from catalogues 56-204 and 56-205 are also available by machine readable format.


## Faits saillants

- Les recettes totales de la radio et de la télévision pour 1995 ont été de 2,67 milliards de \$, une augmentation de 2,5 % par rapport à 1994.
- Les ventes de temps d'antenne de la SRC ont diminué de 2,6 %.
- Les dépenses totales de la radio et de la télévision privées ont augmenté de 0,4 %.
- Ces dépenses représentaient 95,3 % du revenu total des stations privées par rapport à 97,0 % en 1994.
- L'industrie de la télédiffusion privée a réalisé un profit net après impôt de 44,3 millions de \$ en 1995, comparativement à 38,4 millions de \$ en 1994.
- L'industrie de la radiodiffusion privée a réalisé une perte nette après impôt de 4,3 millions de \$ en 1995.
- Le coût net des opérations de la SRC a diminué de 0,8 %.

En plus de l'information contenue dans cette publication, des tableaux spéciaux et services d'analyse sont disponibles, moyennant certains frais, à la section des télécommunications; Projet de remaniement des sciences et de la technologie.

Des tableaux spéciaux peuvent être obtenus pour des données classées par régions métropolitaines de recensement et par certaines autres classifications régionales, par langue (anglais, français et autres), par réseau d'affiliation et par taille de marché (selon la population). D'autres tableaux sont aussi disponibles pour les dépenses de programmation (i.e. coût des émissions).

L'accès direct aux informations sur la radiodiffusion et la télévision est possible à travers CANSIM, la banque de données informatisées de Statistique Canada, et les matrices TV 1803-1810, Radio 1811-1818 et Télédistribution 1819-1828. Les données des catalogues 56-204 et 56-205 sont aussi disponibles sur disquettes et rubans magnétiques.



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## Introduction

This report consists of information collected from private commercial business organizations, as well as the Canadian Broadcasting Corporation, all licensed to provide radio and television services in Canada. Total air time sales for the broadcasting industry reached \$2.5 billion, the CBC accounting for 11.5%. Air time sales represented 92.7% of revenues received by broadcasting systems.

For the year ended August 31, 1995, total operating revenue of \$2.31 billion was received by the private broadcasters, up 2.2% from the \$2.26 billion for the same period in 1994.

Net profit after income taxes was \$40.0 million. Depreciation and interest expenses accounted for \$84.0 and \$140.4 million respectively.

The industry made international payments of \$59.2 million more than it received in 1995 for rights, royalties, advertising and other services. Only advertising showed a positive balance of \$38.3 million.

## CONCEPTS

The survey, from which this report is produced, covers all commercial broadcasting stations, the regional television network, Global Communications Limited and two national networks, CTV Television Network Limited and the Canadian Broadcasting Corporation (CBC).

Cable television, Pay TV and non-commercial broadcasting stations operated by religious groups, educational institutions and provincial governments are not included in the industry totals, but are represented on separate tables in the publication.

To assist in the completion of the annual return, the "Uniform Code of Financial Accounts for the Radio and Television Broadcasting Industry" developed by the CAB was recommended to respondents as a useful guide.

The book depreciation published here provides a link to previously published data on profitability. Book depreciation is now published in tables 10, 11, 16 and 17 showing details of property, plant and equipment. Prior to 1987, these tables used standardized depreciation.

## Introduction

Ce rapport contient des informations recueillies auprès des entreprises privées et de la Société Radio-Canada, détentrices de permis de radiodiffusion et de télévision au Canada. Les ventes de temps d'antenne sont la principale source de revenus de l'industrie de la radiodiffusion et télévision, représentant 92,7 % des revenus totaux. Elles ont atteint 2,5 milliards de \$, 11,5 % de ce montant étant celles de la SRC.

Pour l'exercice financier terminé le 31 août 1995, des revenus d'opérations de l'ordre de 2,31 milliards de \$ ont été enregistrés par le secteur privé comparativement à 2,26 milliards de \$ en 1994, soit une augmentation de 2,2 %.

Le secteur privé a enregistré un bénéfice net après impôt de 40,0 millions de \$. L'amortissement et les intérêts représentent 84,0 et 140,4 millions de \$ respectivement.

L'industrie a versé 59,2 millions de \$ de plus en paiements internationaux à des non-résidents qu'elle n'en a reçus en 1995 pour les droits d'auteurs, les redevances, la publicité et autres services. La publicité fut le seul poste à afficher un solde positif de 38,3 millions de \$.

## CONCEPTS

L'enquête servant de base à la présente étude porte sur toutes les stations commerciales de radiodiffusion, sur le réseau de télévision régional, Global Communications Ltd. et sur deux réseaux nationaux, CTV Television Network Ltd. et Radio-Canada (RC).

La télédistribution, la télévision payante et les stations non commerciales de radiodiffusion exploitées par des organisations religieuses, des établissements d'enseignement et des administrations provinciales ne sont pas prises, compte dans l'industrie total, mais sont représenté dans les tableaux individuels dans cette publication.

Le guide intitulé "Méthode uniforme de classification des comptes, radio et télévision", mis au point par l'Association canadienne des radiodiffuseurs, a pu aider les répondants à remplir leur rapport annuel.

L'amortissement comptable constitue un lien avec les données sur la rentabilité publiées antérieurement. Cet amortissement comptable est maintenant publié aux tableaux 10, 11, 16 et 17, montrant les détails des terrains, bâtiments, installations et matériel. Avant 1987, ces tableaux contenaient l'amortissement normalisé et ne pouvaient être liés aux données utilisant l'amortissement cumulé pour 1987 et les années ultérieures.

## SURVEY METHODOLOGY AND QUALITY

To reduce the reporting burden for respondents, the reporting requirements of Statistics Canada, DOC and the CRTC are met by a single annual return.

While a single return ensures consistency of reporting, errors may occur in any phase of a survey operation. To minimize these errors returns are checked for consistency and compared with audited financial statements. There are also checks on data input, analysis and output.

### The Survey

The radio and television broadcasting survey is conducted by Statistics Canada in cooperation with the Canadian Radio-television and Telecommunications Commission. The survey provides data for the system of national accounts, policy analysts, financial analysts, broadcasters and all those with an interest in broadcasting and telecommunications. Data are compiled for the broadcasting year.

The present questionnaire was developed in consultation with the Canadian Association of Broadcasters and the CRTC. Each year the questionnaire is reviewed and changes made to meet new technological innovations and legal requirements.

The business organization's financial data are recorded on the Balance Sheet, Income Statement and Cash Flow Statement in the annual return. Balance Sheet data are published in Table 3, according to the head office location of the business organization. Regional aggregations were required to preserve the confidentiality of the data. Financial operating statements record revenues, expenses and profit or loss of reporting units. Reporting units are the lowest disaggregated level at which financial data are available and are the basis of this publication.

For statistical purposes reporting units in radio broadcasting are divided according to their total revenue into 10 groups of approximately equal numbers. Television reporting units, because of their smaller numbers, are divided into four groups.

## MÉTHODOLOGIE ET QUALITÉ DE L'ENQUÊTE

Les besoins en information de Statistique Canada, du Ministère des Communications et du CRTC furent satisfaits par l'utilisation d'un rapport annuel commun, ceci dans le but de réduire le fardeau des répondants.

Des erreurs peuvent survenir à presque toutes les phases de l'enquête. Afin de minimiser ces erreurs, les questionnaires sont révisés et comparés avec les états financiers vérifiés. Un contrôle est également effectué pendant l'entrée, l'analyse et la sortie des données.

### L'enquête

L'enquête sur la radiodiffusion et la télévision est menée par Statistique Canada, en collaboration avec le Conseil de la radiodiffusion et des télécommunications canadiennes. L'enquête fournit des informations utiles pour le système de comptabilité nationale, les analystes politiques et financiers, les diffuseurs ainsi que toute autre personne ayant des intérêts en radiodiffusion et télévision. Les informations sont compilées selon l'année fiscale de la radio et télévision.

Le formulaire actuel fut développé en consultation avec l'Association Canadienne des radiodiffuseurs et le CRTC. Chaque année, le formulaire est révisé et des changements sont apportés afin de refléter les requêtes d'informations et les innovations technologiques.

Les données financières de l'entreprise commerciale figurent dans le bilan, l'état des pertes et profits et l'état des mouvements de la trésorerie du rapport annuel. Les données du bilan sont présentées au tableau 3, selon l'emplacement du siège social de l'entreprise. Pour préserver la confidentialité des données, il a fallu les regrouper au niveau régional. Les états financiers servent à indiquer les recettes, les dépenses et les profits ou pertes des unités déclarantes. Celles-ci se trouvent au niveau le plus détaillé pour lequel on peut obtenir des données financières et servent de base à la présente publication.

À des fins statistiques, les unités déclarantes de la radio sont divisées en dix groupes de taille à peu près égales, selon leur revenu total. Les unités déclarantes de la télévision sont divisées en quatre groupes de même taille dû au plus petit nombre d'unités.



The following shows the boundaries of the revenue groups for 1995 and 1994:

Nous indiquons ci-dessous les tranches de recettes pour 1995 et 1994:

### Radio

#### Total operating revenues - Recettes totales d'exploitation

| 1995 <sup>1</sup>                        | 1994                          |
|--|-------------------------------|
| million of dollars - millions de dollars |                               |
| 1. 3.89 and over - et plus               | 1. 3.50 and over - et plus    |
| 2. 1.98 - 3.89                           | 2. 1.83 - 3.50                |
| 3. 1.42 - 1.98                           | 3. 1.43 - 1.83                |
| 4. 1.13 - 1.42                           | 4. 1.10 - 1.43                |
| 5. 0.87 - 1.13                           | 5. 0.87 - 1.10                |
| 6. 0.68 - 0.87                           | 6. 0.70 - 0.87                |
| 7. 0.53 - 0.68                           | 7. 0.56 - 0.70                |
| 8. 0.40 - 0.53                           | 8. 0.43 - 0.56                |
| 9. 0.21 - 0.40                           | 9. 0.25 - 0.43                |
| 10. 0.20 and under - et moins            | 10. 0.25 and under - et moins |

<sup>1</sup> See Table 15. - Voir le tableau 15.

### Television - Télévision

#### Total operating revenues - Recettes totales d'exploitation

| 1995 <sup>1</sup>                        | 1994                         |
|--|------------------------------|
| million of dollars - millions de dollars |                              |
| 1. 14.18 and over - et plus              | 1. 13.70 and over - et plus  |
| 2. 5.57 - 14.18                          | 2. 4.91 - 13.70              |
| 3. 2.62 - 5.57                           | 3. 2.37 - 4.91               |
| 4. 2.62 and under - et moins             | 4. 2.37 and under - et moins |

<sup>1</sup> See Table 18. - Voir le tableau 18.

The Balance Sheet data for the radio and television broadcasting industry are separated into groups according to holdings of total assets. The group limits in dollars for Business Organizations' holdings of total assets as shown in their Balance Sheets for 1995 and 1994 are as follows:

Les données du bilan des entreprises de radio et de télévision ont été regroupées selon leur actif total. L'actif des entreprises, établi d'après leurs bilans de 1995 et 1994, permet de les classer dans les groupes suivants:

### Radio and Television - Radiodiffusion et télévision

#### Total assets - Actif total

| 1995 <sup>1</sup>                        | 1994                          |
|--|-------------------------------|
| million of dollars - millions de dollars |                               |
| 1. 29.80 and over - et plus              | 1. 41.72 and over - et plus   |
| 2. 6.00 - 29.80                          | 2. 8.79 - 41.72               |
| 3. 3.14 - 6.00                           | 3. 3.67 - 8.79                |
| 4. 2.00 - 3.14                           | 4. 2.03 - 3.67                |
| 5. 1.21 - 2.00                           | 5. 1.25 - 2.03                |
| 6. 0.83 - 1.21                           | 6. 0.84 - 1.25                |
| 7. 0.58 - 0.83                           | 7. 0.62 - 0.84                |
| 8. 0.33 - 0.58                           | 8. 0.38 - 0.62                |
| 9. 0.25 - 0.33                           | 9. 0.26 - 0.38                |
| 10. 0.25 and under - et moins            | 10. 0.26 and under - et moins |

<sup>1</sup> See Table 12. - Voir le tableau 12.

## CTV Television Network Limited

The unique nature of CTV presents some difficulty in incorporating the network data into broadcasting statistics. For 1973 and subsequent years CTV's revenues and expenses are included with its principal affiliates on the basis of a corporate formula provided by the network. This results in an additional reporting unit in each geographic region in the television tables. However, the CTV Balance Sheet is included in Ontario data because of the location of the network's head office. As far as possible, any duplication in CTV's data with its principal affiliates has been removed. These measures are taken to reflect more accurately CTV's impact on broadcasting.

## Canadian Broadcasting Corporation

Financial data of the CBC, a Crown Corporation, are separated in this publication from data of the private broadcasters. The CBC data, as in the case of private broadcasters is based on the broadcasting year ending August 31. The CBC annual report to parliament is based on a fiscal year ending March 31.

Beginning in 1993, the CBC changed their reporting procedures to more closely reflect the Canadian Association of Broadcasters uniform code of financial accounts for private broadcasters. The most significant change was a transfer of salaries and benefits from Technical expenses to Program expenses which reflected production salaries related to programming. Technical salaries and benefits are thus limited to employees engaged in maintaining studio, equipment and transmission.

Since 1994, the average number of employees and remuneration reported by CBC includes permanent, temporary and casuals whereas previous years reflected only the average number of permanent employees and the total wage remuneration for all employees regardless of employment status. It would be misleading to derive an average salary estimated based only on the number of permanent employees or to assume a growth in the workforce.

Beginning 1994, contractual employees of CBC whose contracts are of 13 weeks or more are now included as part of Total Remuneration. These salaries were not included in remuneration previously, but were reported as "Freelance expense" in the programming category. Clerical staff which directly support the programming and production sectors are classified as "Programming and Production" rather than Administration and General.

Comparisons of number of employees and total salary and benefits prior to 1994 by category with previous years cannot be made.

Due to this change in accounting, departmental expenses for the CBC cannot be compared to the years prior to 1993.

## CTV Television Network Limited

La nature unique de CTV crée certaines difficultés lorsqu'il s'agit d'inclure les données de ce réseau dans les statistiques de la radiodiffusion. À partir de 1973, les recettes et les dépenses de CTV sont comprises dans celles de ses principales stations affiliées selon une répartition fournie par le réseau. Dans les tableaux de télévision, cela ajoute une unité déclarante dans chaque région géographique. Cependant, le bilan de CTV est inclus dans les données de l'Ontario du fait que son siège social se trouve dans cette province. Nous avons éliminé, autant que possible, toute répétition des données de CTV et de ses principales stations affiliées. Nous avons pris ces mesures pour refléter le plus fidèlement possible l'impact de CTV sur l'industrie de la radiodiffusion.

## Société Radio-Canada

Les données financières de Radio-Canada, Société de la Couronne, sont présentées séparément de celles des stations privées. L'ensemble des données couvre l'année réglementaire soit du 1<sup>er</sup> septembre au 31 août. Le rapport annuel de Radio-Canada, présenté au Parlement, est fondé sur une année financière se terminant le 31 mars.

Au début de l'année 1993, la SRC a changé ses procédures de déclaration de manière à ce qu'elles soient plus conformes au code des comptes financiers pour les radiodiffuseurs privés de l'Association Canadienne des radiodiffusions. Le changement le plus significatif consiste au transfert des salaires et bénéfices marginaux du compte des dépenses en services techniques au compte des dépenses d'émissions, reflétant les salaires de production reliés à la programmation. Ainsi, les dépenses en services techniques se limitent à ce qui concerne les studios, l'équipement et les émetteurs.

Depuis 1994, la rémunération moyenne et le nombre moyen d'effectifs déclarés par la SRC incluent les effectifs permanents, temporaires et occasionnels. Précédemment, seulement la moyenne du nombre d'effectifs permanents était déclarée et on appliquait les rémunérations salariales totales à tous les employés, peu importe leur poste. Il serait trompeur de dériver une estimation de la moyenne des rémunérations à partir du nombre d'effectifs permanents seulement ou de percevoir une croissance dans la main-d'œuvre.

Depuis le début de 1994, les employés contractuels de la SRC dont le contrat est de 13 semaines et plus font maintenant partie des rémunérations totales. Auparavant, ces salaires n'étaient pas inclus dans la rémunération, mais étaient rapportés comme "dépenses de pigistes" dans la catégorie "programmation". Le personnel de bureau participant directement aux secteurs de programmation et de production est répertorié dans la catégorie "Émission et production" plutôt que dans "Administration et frais généraux".

La comparaison du nombre d'employés et des rémunérations et avantages totaux avant 1994 par catégorie avec les années précédentes est impossible.

À cause de ce changement comptable, les dépenses départementales de la SRC n'ont pu être comparé pour les années antérieures à 1993.



**TEXT TABLE 1. Canadian Broadcasting Corporation Operating Revenues, 1995**  
**TABLEAU EXPLICATIF 1. Radio-Canada recettes d'exploitation, 1995**

|  | Radio        | Television<br>Télévision | Total          |
|--|--------------|--------------------------|----------------|
| thousands of dollars - milliers de dollars                                 |              |                          |                |
| Local time sales - Ventes de temps d'antenne (local)                       | 86           | 29,049                   | 29,135         |
| National time sales - Ventes de temps d'antenne (national)                 | -            | 106,553                  | 106,553        |
| Network time sales - Ventes de temps d'antenne (réseau)                    | -            | 148,370                  | 148,370        |
| Infomercials - Infopublicités  | -            | -                        | -              |
| Syndication and production - Droits de diffusion et services de production | -            | -                        | -              |
| Other - Autres   | 1,371        | 79,392                   | 80,763         |
| <b>Total</b>   | <b>1,457</b> | <b>363,364</b>           | <b>364,821</b> |

Note: Net of agency commissions and station payments.

Nota: Moins les commissions des agences de publicité et les paiements aux stations.

### Analysis

Excluding the CBC, the following table shows the number of business organizations licensed and operating, the number of television stations, and the number of AM and FM radio stations. 'Other licensed' includes hockey and baseball networks which are counted as reporting units, even though they are not stations. The CTV Network has been counted as a business organization and has seven (7) reporting units, one for each geographic region in which it operates. Rebroadcasting stations have not been included in any of these counts.

### Analyse

Sauf pour Radio-Canada, le tableau suivant indique le nombre d'entreprises commerciales, licenciées et exploitées, ainsi que le nombre de stations de télévision et de radio MA et MF. "Autres licenciées" comprend les réseaux de hockey et de baseball; bien que ces derniers ne soient pas des stations, ils sont considérés comme des unités déclarantes. Le réseau CTV a été compté comme entreprise commerciale et possède sept (7) unités déclarantes, une pour chaque région géographique dans laquelle il opère. Les réémetteurs n'ont été inclus dans aucun des comptes.

**TEXT TABLE 2. Number of Licensed and Operating Business Organizations, Television, AM, FM and Other Stations, by Area, 1995**

**TABLEAU EXPLICATIF 2. Nombre d'entreprises, de stations de télévision, MA, MF et autres stations licenciées et exploitées, par région, 1995**

|                                | Business Organizations |            | Television stations    |            | AM stations |            | FM stations |            | Other      |            |
|--------------------------------|------------------------|------------|------------------------|------------|-------------|------------|-------------|------------|------------|------------|
|                                | Entreprises            |            | Stations de télévision |            | Stations MA |            | Stations MF |            | Autres     |            |
|                                | Licensed               | Operating  | Licensed               | Operating  | Licensed    | Operating  | Licensed    | Operating  | Licensed   | Operating  |
|                                | Licenciées             | Exploitées | Licenciées             | Exploitées | Licenciées  | Exploitées | Licenciées  | Exploitées | Licenciées | Exploitées |
| Canada                         | 216                    | 209        | 100                    | 99         | 309         | 303        | 196         | 176        | 46         | 20         |
| Nfld. - T.-N.                  | 3                      | 3          | 1                      | 1          | 15          | 15         | 3           | 3          | -          | -          |
| P.E.I. - Î.-P.-É.              | 1                      | 1          | -                      | -          | 3           | 3          | 1           | 1          | -          | -          |
| N.S. - N.-É.                   | 12                     | 12         | 5                      | 5          | 16          | 16         | 8           | 8          | -          | -          |
| N.B. - N.-B.                   | 12                     | 12         | 3                      | 3          | 12          | 12         | 7           | 7          | 1          | -          |
| Quebec - Québec                | 58                     | 54         | 26                     | 26         | 50          | 48         | 54          | 45         | 17         | 7          |
| Ontario                        | 51                     | 50         | 27                     | 27         | 77          | 74         | 69          | 65         | 14         | 10         |
| Manitoba                       | 9                      | 9          | 6                      | 6          | 16          | 16         | 6           | 6          | 4          | -          |
| Saskatchewan                   | 15                     | 15         | 11                     | 10         | 18          | 18         | 7           | 7          | 1          | -          |
| Alberta                        | 17                     | 16         | 12                     | 12         | 39          | 39         | 16          | 13         | 4          | 2          |
| B.C. - C.-B.                   | 36                     | 35         | 9                      | 9          | 61          | 60         | 25          | 21         | 5          | 1          |
| N.W.T., Yukon - T.N.-O., Yukon | 2                      | 2          | -                      | -          | 2           | 2          | -           | -          | -          | -          |

Note: Includes 7 television reporting units of CTV which are not stations.

Nota: Ci-inclus sont 7 unités déclarantes de télévision de CTV qui ne sont pas des stations.

Program expenses for the private radio and television industry increased by 0.9% to \$1,076.6 million in 1995 from \$1,067.0 million in 1994. These figures represented respectively 32.2% and 47.2% of total revenue. CBC program expenses increased by 1.8% from \$968.5 million in 1994 to \$985.8 million in 1995. These figures represent 276.5% and 270.2% of total CBC revenue.

Note: All clerical staff for CBC which directly support the programming and production sectors are now classified as "Programming and Production" rather than "Administration and General".

In 1995, total program expenses of private television broadcasters totalled \$825 million. Of this amount 90.8% or \$750 million was accounted for by programs telecast which were 56.8% Canadian and 34.0% non Canadian.

Technical expenses for private radio and television were \$107.3 million in 1995, an increase of 3.5% from \$103.7 million in 1994. Technical expenses at the CBC increased 2.8% from \$92.0 million in 1994 to \$94.5 million in 1995.

Sales and promotion expenses for private radio and television increased by 2.0 % to \$374.9 million in 1995.

Administration and general expenses for private radio and television decreased 6.4% to \$418.0 million in 1995.

Total expenses for private stations which include departmental expenses, depreciation and interest expense increased 0.6% from \$2.19 billion in 1994 to \$2.20 billion in 1995. In 1995 they represented 95.3% of total revenue compared to 97.0% in 1994. CBC expenses increased 2.3% in 1995. CBC expenses were 417.8% of its revenue for 1995 compared to 425.5% in 1994.

Net profit after tax for private stations has increased with a profit of \$39.9 million in 1995 from a profit of \$7.1 million in 1994.

Employment decreased by 368 or 2.1% in 1995 for private stations. Salaries and other benefits for private stations increased 2.2% to \$848.8 million or 36.7% of total revenues for 1995; in 1994 salaries and benefits were \$830.2 million or 36.8% of total revenue. For an explanation concerning the CBC restructuring with regard to employment, please refer to page 12 of the text.

The net cost of CBC operations decreased 0.8% from \$1,122 million in 1994 to \$1,112 million in 1995.

Les dépenses d'émissions de l'industrie de la radio et de la télévision privées ont augmenté de 0,9 % passant de 1 067,0 millions de \$ en 1994 à 1 076,6 millions de \$ en 1995; ces chiffres représentaient respectivement 32,2 % et 47,2 % du revenu total. Les dépenses d'émissions de la SRC ont augmenté de 1,8 %, passant de 968,5 millions de \$ en 1994 à 985,8 millions de \$ en 1995; ces chiffres représentaient 276,5 % et 270,2 % du revenu total de la SRC.

Note: Tout le personnel de bureau de la SRC participant directement à la programmation et à la production est maintenant répertorié sous la rubrique "Émissions et production" au lieu de "Administration et frais généraux".

En 1995, le total des dépenses d'émissions des télédiffuseurs privés a été de 825 millions de \$. De ce montant, 90,8 % (750 millions de \$) était constitué de dépenses pour la mise en ondes d'émissions, lesquelles étaient à 56,8 % canadiennes et 34,0 % non-canadiennes.

Les dépenses pour les services techniques de la radio et de la télévision privées étaient de 107,3 millions de \$ en 1995, une augmentation de 3,5 % par rapport aux 103,7 millions de \$ de 1994. Ces mêmes dépenses à la SRC sont passées de 92,0 millions de \$ en 1994 à 94,5 millions de \$ en 1995, une augmentation de 2,8 %.

Les dépenses de ventes et promotions des stations de radio et de télévision privées ont augmenté de 2,0 % à 374,9 millions de \$ en 1995.

Les dépenses d'administration et frais généraux des stations de radio et de télévision privées sont passées à 418,0 millions de \$ en 1995, une diminution de 6,4 %.

Les dépenses totales des stations privées incluant les dépenses départementales, l'amortissement et les intérêts, ont augmenté de 0,6 %, de 2,19 milliards de \$ en 1994 à 2,20 milliards de \$ en 1995, et représentaient 95,3 % du revenu total en 1995 comparativement à 97,0 % en 1994. Les dépenses totales de la SRC ont augmenté de 2,3 % en 1995 et elles représentent 417,8 % de son revenu en 1995, comparativement à 425,5 % en 1994.

Le bénéfice net après impôt des stations privées a connu une baisse avec un profit de 39,9 millions de \$ en 1995 comparativement à 7,1 millions de \$ en 1994.

En 1995, le nombre d'employés des stations privées a diminué de 368, soit 2,1 %. La masse salariale et les avantages sociaux versés par les stations privées ont augmenté de 2,2 % à 848,8 millions de \$ en 1995, pour représenter 36,7 % des recettes totales. En 1994, ces derniers étaient de 830,2 millions de \$, soit 36,8 % des recettes totales. Pour plus de renseignements concernant la restructuration de la SRC vis-à-vis l'emploi, veuillez vous référer à la page 12 de ce texte.

Le coût net des opérations de la SRC est passé de 1 122 millions de \$ en 1994 à 1 112 millions de \$ en 1995 soit une diminution de 0,8 %.



TEXT TABLE 3. Air Time Sales by Type of Advertising and Source, 1995

TABLEAU EXPLICATIF 3. Ventes de temps d'antenne, selon le genre de publicité et la source, 1995

|  | Radio          |              |                |              | Television<br>Télévision |                |                  |              | Total            | Percent      |
|--|----------------|--------------|----------------|--------------|--------------------------|----------------|------------------|--------------|------------------|--------------|
|  | Private        | CBC          | Total          | Percent      | Private                  | CBC            | Total            | Percent      | Total            | Pourcentage  |
|  | Privée         | Radio-Canada | Total          | Pourcentage  | Privée                   | Radio-Canada   | Total            | Pourcentage  | Total            | Pourcentage  |
| thousands of dollars - milliers de dollars |                |              |                |              |                          |                |                  |              |                  |              |
| Local                                      | 577,905        | 86           | 577,991        | 77.3         | 333,500                  | 29,049         | 362,549          | 14.6         | 940,540          | 38.0         |
| National                                   | 168,492        | -            | 168,492        | 22.5         | 879,541                  | 106,553        | 986,094          | 39.8         | 1,154,586        | 46.6         |
| Network - Réseau                           | 1,052          | -            | 1,052          | 0.1          | 220,905                  | 148,370        | 369,275          | 14.9         | 370,327          | 15.0         |
| Infomercials - Infopublicités              | -              | -            | -              | -            | 10,092                   | -              | 10,092           | 0.4          | 10,092           | 0.4          |
| <b>Total</b>                               | <b>747,449</b> | <b>86</b>    | <b>747,535</b> | <b>100.0</b> | <b>1,444,038</b>         | <b>283,972</b> | <b>1,728,010</b> | <b>100.0</b> | <b>2,475,545</b> | <b>100.0</b> |
| Percent - Pourcentage                      | 100.0          | -            | 100.0          | -            | 83.6                     | 16.4           | 100.0            | -            | 100.0            | -            |

Note: Totals may not add due to rounding.

Nota: Les chiffres ayant été arrondis, les totaux peuvent ne pas correspondre.

Revenue from the sale of air time for the radio and television industry was \$2.5 billion, a 3.0% increase from 1994. Air time sales for radio increased by 1.0% while air time sales for television increased 4.0%. Local time sales as a percentage of total air time sales decreased in 1995 to 38.0%. National sales were 46.6%. Network time sales accounted for 14.9% of total air time sales in 1995 compared to 16.2% in 1994. Production syndication and other revenue totalled \$194.1 million in 1995, a decrease of 4.2% from 1994. Total revenue from all sources was \$2.68 billion in 1995, a 2.7% increase from 1994. The CBC had a decrease of 2.6% in 1995 for air time sales over 1994 and accounted for 11.5% of industry air time sales.

Les recettes provenant de la vente de temps d'antenne, des industries de la radiodiffusion et de la télévision combinées ont été de 2,5 milliards de \$, une augmentation de 3,0 % par rapport à 1994. La vente de temps d'antenne pour la radiodiffusion a subi une augmentation de 1,0 %, alors que celle de la télévision a subi une baisse de 4,0 %. Les ventes relatives de temps d'antenne à l'échelle locale ont diminué à 38,0 % des ventes de temps d'antenne totales en 1995, tandis que les ventes au niveau national variaient un peu à 46,6 %. Les ventes de temps d'antenne de réseau représentaient 14,9 % du total des ventes de temps d'antenne en 1995, comparativement à 16,2 % en 1994. Les services de production, les droits de diffusion et les autres revenus se chiffraient à 194,1 millions de \$ en 1995, une diminution de 4,2 % par rapport à 1994. Le revenu total provenant de toutes les sources se chiffrait à 2,68 milliards de \$ en 1995, une augmentation de 2,7 % par rapport à 1994. En 1995, la SRC a connu une hausse de 2,6 % de ses ventes de temps d'antenne par rapport à 1994, ces dernières représentant 11,5 % de celles de l'industrie.

TEXT TABLE 4.

## International Payments and Receipts of Radio and Television Broadcasting Industry, 1995

TABLEAU EXPLICATIF 4. Recettes et paiements internationaux de l'industrie de la radiodiffusion et de la télévision, 1995

|  | Program rights<br>and royalties | Advertising   | Other         | Interest and<br>Dividends | Total          |
|--|---------------------------------|---------------|---------------|---------------------------|----------------|
|  | Droits et<br>redevances         | Publicité     | Autres        | Intérêts et<br>dividendes |                |
| thousands - milliers   |                                 |               |               |                           |                |
| <b>Receipts from non-residents - Recettes<br/>provenant de non-résidents:</b>        |                                 |               |               |                           |                |
| United States - États-Unis   | 7,427                           | 41,407        | 5,022         | -                         | 53,856         |
| United Kingdom - Royaume-Uni   | -                               | 16            | 99            | -                         | 115            |
| France   | 53                              | 8             | 363           | -                         | 424            |
| European Community (excl. UK, France) -<br>Communauté europ. (R-U, France excl.)     | 20                              | -             | 10            | -                         | 30             |
| Japan - Japon  | 54                              | -             | 190           | -                         | 244            |
| OECD countries (excl. Japan) - Pays de l'OCDE (Japon<br>excl.)                       | 25                              | -             | 12            | -                         | 37             |
| All other countries - Autres pays  | 45                              | -             | 45            | -                         | 90             |
| <b>Total</b>   | <b>7,624</b>                    | <b>41,431</b> | <b>5,741</b>  | <b>-</b>                  | <b>54,796</b>  |
| <b>Payments to non-residents -<br/>Paiements à des non-résidents:</b>                |                                 |               |               |                           |                |
| United States - États-Unis   | 46,637                          | 3,125         | 30,651        | 11                        | 80,424         |
| United Kingdom - Royaume-Uni   | 1,977                           | 39            | 16,569        | -                         | 18,585         |
| France   | 2,306                           | -             | 2,731         | -                         | 5,037          |
| European Community (excl. UK, France) - Communauté<br>européenne (R-U, France excl.) | 851                             | -             | 1,203         | -                         | 2,054          |
| Japan - Japon  | 11                              | -             | 49            | -                         | 60             |
| OECD countries (excl. Japan) - Pays de l'OCDE (Japon<br>excl.)                       | 164                             | -             | 1,295         | -                         | 1,459          |
| All other countries - Autres pays  | 759                             | -             | 5,625         | -                         | 6,384          |
| <b>Total</b>   | <b>52,705</b>                   | <b>3,164</b>  | <b>58,123</b> | <b>11</b>                 | <b>114,003</b> |

Note: Includes CBC data.

Nota: Ci-inclus les données des SRC.

## International Payments and Receipts

International payments and receipts shown in Text Table 4 includes all commercial, financial, professional, technical, administrative and management services, royalties, patents, copyrights, advertising, commissions, salaries, insurance premiums and claims, equipment rentals, computer services and all other receipts from and payments to non-residents for services which are directly remitted or charged to accounts. Merchandise exports and imports, travel and freight and shipping transactions are omitted. All amounts are net of withholding taxes.

The European Union consists of the United Kingdom, France, Belgium, Luxembourg, the Republic of Ireland, Germany, the Netherlands, Italy, Greece, Denmark, Spain and Portugal.

OECD countries (Organization for Economic Co-operation and Development), excluding Japan, reported in Text Table 4 are Austria, Iceland, Norway, Switzerland, Turkey, Finland, Australia and New Zealand. Other members of the OECD were either reported separately (i.e., U.S., U.K., France, Japan) or under the European Community.

## Recettes et paiements internationaux

Les recettes et paiements internationaux (tableau explicatif 4) comprennent tous les services à caractère commercial, financier, professionnel, technique, administratif ou de gestion, les redevances, les brevets, les droits de diffusion, la publicité, les commissions, les salaires et traitements, les primes et les indemnités d'assurances, les frais de location de matériel, les services informatiques et toutes les autres formes de paiements à des non-résidents ou de recettes provenant de non-résidents au titre de services payés directement ou imputés à un compte. Les importations et les exportations de marchandises et les frais de transport, d'expédition et de voyage sont exclus. Les retenues fiscales sont déduites de tous les montants déclarés.

L'union européenne comprend le Royaume-Uni, la France, la Belgique, le Luxembourg, la République d'Irlande, l'Allemagne, les Pays-Bas, l'Italie, la Grèce, le Danemark, l'Espagne et le Portugal.

Les membres de l'OCDE (Organisation de coopération et de développement économique) considérés dans le tableau explicatif 4, excluant le Japon, sont l'Autriche, l'Islande, la Norvège, la Suisse, la Turquie, la Finlande, l'Australie et la Nouvelle-Zélande. Les autres membres de l'OCDE ont soit été inclus séparément (i.e., États-Unis, Royaume-Uni, France, Japon) dans ce même tableau ou soit été inclus au niveau de la Communauté européenne.



**Statistical Tables**

**Tableaux Statistiques**

TABLE 1. Revenue, Expenses and Employees of the Radio and Television Broadcasting Industry, 1995 and 1994

TABLEAU 1. Recettes et dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion et de la télévision, 1995 et 1994

|  | 1995             |       |                |        | 1994             |       |                |        |
|--|------------------|-------|----------------|--------|------------------|-------|----------------|--------|
|  | Private stations |       | CBC            |        | Private stations |       | CBC            |        |
|  | Stations privées |       | Radio-Canada   |        | Stations privées |       | Radio-Canada   |        |
|  | \$               | %     | \$             | %      | \$               | %     | \$             | %      |
| <b>Revenue - Recettes:</b>   |                  |       |                |        |                  |       |                |        |
| Sale of air time -<br>Ventes de temps d'antenne:   |                  |       |                |        |                  |       |                |        |
| Local  | 912,989,431      | 39.5  | 29,135,000     | 7.9    | 929,172,958      | 41.1  | 28,618,000     | 8.1    |
| National   | 1,053,744,797    | 45.6  | 106,553,000    | 29.2   | 956,311,773      | 42.3  | 99,798,000     | 28.4   |
| Network - Réseau   | 221,261,150      | 9.5   | 148,370,000    | 40.6   | 226,553,784      | 10.0  | 163,219,000    | 46.5   |
| Infomercials - Infopublicités  | 10,092,236       | 0.4   | -              | 0.0    | -                | 0.0   | -              | 0.0    |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                      | 2,198,087,614    | 95.1  | 284,058,000    | 77.8   | 2,112,038,515    | 93.6  | 291,635,000    | 83.2   |
| Production and other -<br>Production et autres:  |                  |       |                |        |                  |       |                |        |
| Syndication -<br>Ventes de droits de diffusion   | 7,814,910        | 0.3   | -              | 0.0    | 31,725,349       | 1.4   | -              | 0.0    |
| Production   | 61,858,917       | 2.6   | -              | 0.0    | 63,780,086       | 2.8   | -              | 0.0    |
| Other - Autres   | 43,011,985       | 1.8   | 80,763,000     | 22.1   | 48,353,996       | 2.1   | 58,644,000     | 16.7   |
| Production and other - Total -<br>Production et autres                                       | 112,685,812      | 4.8   | 80,763,000     | 22.1   | 143,859,431      | 6.3   | 58,644,000     | 16.7   |
| Revenue - Total - Recettes   | 2,310,773,426    | 100.0 | 364,821,000    | 100.0  | 2,255,897,946    | 100.0 | 350,279,000    | 100.0  |
| <b>Expenses - Dépenses</b>   |                  |       |                |        |                  |       |                |        |
| Program - Émission   | 1,076,553,122    | 46.5  | 985,758,000    | 270.2  | 1,067,015,897    | 47.2  | 968,539,000    | 276.5  |
| Technical - Services - technique   | 107,502,002      | 4.6   | 94,547,000     | 25.9   | 103,645,922      | 4.5   | 91,976,000     | 26.2   |
| Sales and promotion -<br>Ventes et Promotion   | 376,289,210      | 16.2  | 64,115,000     | 17.5   | 367,712,905      | 16.3  | 66,605,000     | 19.0   |
| Administration and general -<br>Administration et frais généraux                             | 417,861,551      | 18.0  | 222,949,000    | 61.1   | 446,576,290      | 19.7  | 209,511,000    | 59.8   |
| Depreciation - Amortissement   | 84,091,849       | 3.6   | 126,905,000    | 34.7   | 85,738,925       | 3.8   | 127,650,000    | 36.4   |
| Interest expense - Intérêts versés   | 140,572,998      | 6.0   | 30,001,000     | 8.2    | 118,529,091      | 5.2   | 26,317,000     | 7.5    |
| Expenses - Total - Dépenses  | 2,202,870,732    | 95.3  | 1,524,275,000  | 417.8  | 2,189,219,030    | 97.0  | 1,490,598,000  | 425.5  |
| Net operating income -<br>Recettes d'exploitation nettes                                     | 107,902,694      | 4.6   | -1,159,454,000 | -317.8 | 66,678,916       | 2.9   | -1,140,319,000 | -325.5 |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)              | -12,055,104      | -0.5  | 47,093,000     | 12.9   | -12,785,294      | -0.5  | 18,515,000     | 5.2    |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur<br>le revenu | 95,847,590       | 4.1   | ...            | ...    | 53,893,622       | 2.3   | ...            | ...    |
| Net cost of CBC operations -<br>Coût net d'exploitation de Radio-Canada                      | ...              | ...   | 1,112,361,000  | ...    | ...              | ...   | 1,121,804,000  | ...    |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                           | 55,921,114       | 2.4   | ...            | ...    | 46,783,088       | 2.0   | ...            | ...    |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur<br>le revenu  | 39,926,476       | 1.7   | ...            | ...    | 7,110,534        | 0.3   | ...            | ...    |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                     | 848,844,617      | 36.7  | 798,713,000    | 218.9  | 830,224,667      | 36.8  | 783,203,000    | 223.5  |
| Number of employees (weekly average)<br>Effectifs (moyenne hebdomadaire)                     | 17,156           | ...   | 11,524         | ...    | 17,524           | ...   | 12,298         | ...    |



TABLE 2. Revenue, Expenses and Employees of the Radio and Television Broadcasting Industry, 1995

TABLEAU 2. Recettes et dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion et de la télévision, 1995

|   | Private stations - Stations privées |       |               |       | CBC - Radio-Canada |        | Total          |       |
|---|-------------------------------------|-------|---------------|-------|--------------------|--------|----------------|-------|
|   | Radio                               |       | Television    |       |                    |        |                |       |
|   | \$                                  | %     | \$            | %     | \$                 | %      | \$             | %     |
| Revenue - Recettes:   |                                     |       |               |       |                    |        |                |       |
| Sale of air time -<br>Ventes de temps d'antenne:  |                                     |       |               |       |                    |        |                |       |
| Local   | 579,489,405                         | 74.2  | 333,500,026   | 21.7  | 29,135,000         | 7.9    | 942,124,431    | 35.2  |
| National  | 174,203,585                         | 22.3  | 879,541,212   | 57.4  | 106,553,000        | 29.2   | 1,160,297,797  | 43.3  |
| Network - Réseau  | 356,210                             | 0.0   | 220,904,940   | 14.4  | 148,370,000        | 40.6   | 369,631,150    | 13.8  |
| Infomercials - Infopublicités   | -                                   | 0.0   | 10,092,236    | 0.6   | -                  | 0.0    | 10,092,236     | 0.3   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                   | 754,049,200                         | 96.6  | 1,444,038,414 | 94.3  | 284,058,000        | 77.8   | 2,482,145,614  | 92.7  |
| Production and other -<br>Production et autres:   |                                     |       |               |       |                    |        |                |       |
| Syndication -<br>Ventes de droits de diffusion  | 1,463,373                           | 0.1   | 6,351,537     | 0.4   | -                  | 0.0    | 7,814,910      | 0.2   |
| Production  | 6,039,293                           | 0.7   | 55,819,624    | 3.6   | -                  | 0.0    | 61,858,917     | 2.3   |
| Other - Autres  | 18,706,976                          | 2.3   | 24,305,009    | 1.5   | 80,763,000         | 22.1   | 123,774,985    | 4.6   |
| Production and other - Total -<br>Production et autres                                    | 26,209,642                          | 3.3   | 86,476,170    | 5.6   | 80,763,000         | 22.1   | 193,448,812    | 7.2   |
| Revenue - Total - Recettes  | 780,258,842                         | 100.0 | 1,530,514,584 | 100.0 | 364,821,000        | 100.0  | 2,675,594,426  | 100.0 |
| Expenses - Dépenses   |                                     |       |               |       |                    |        |                |       |
| Program - Émission  | 251,346,729                         | 32.2  | 825,206,393   | 53.9  | 985,758,000        | 270.2  | 2,062,311,122  | 77.0  |
| Technical - Services - technique  | 32,016,177                          | 4.1   | 75,485,825    | 4.9   | 94,547,000         | 25.9   | 202,049,002    | 7.5   |
| Sales and promotion -<br>Ventes et Promotion  | 208,087,800                         | 26.6  | 168,201,410   | 10.9  | 64,115,000         | 17.5   | 440,404,210    | 16.4  |
| Administration and general -<br>Administration et frais généraux                          | 207,792,899                         | 26.6  | 210,068,652   | 13.7  | 222,949,000        | 61.1   | 640,810,551    | 23.9  |
| Depreciation - Amortissement  | 28,418,191                          | 3.6   | 55,673,658    | 3.6   | 126,905,000        | 34.7   | 210,996,849    | 7.8   |
| Interest expense - Intérêts versés  | 36,679,964                          | 4.7   | 103,893,034   | 6.7   | 30,001,000         | 8.2    | 170,573,998    | 6.3   |
| Expenses - Total - Dépenses   | 764,341,760                         | 97.9  | 1,438,528,972 | 93.9  | 1,524,275,000      | 417.8  | 3,727,145,732  | 139.3 |
| Net operating income -<br>Recettes d'exploitation nettes                                  | 15,917,082                          | 2.0   | 91,985,612    | 6.0   | -1,159,454,000     | -317.8 | -1,051,551,306 | -39.3 |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)           | -12,147,528                         | -1.5  | 92,424        | 0.0   | 47,093,000         | 12.9   | 35,037,896     | 1.3   |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu | 3,769,554                           | 0.4   | 92,078,036    | 6.0   | ...                | ...    | 95,847,590     | 3.5   |
| Net cost of CBC operations -<br>Coût net d'exploitation de Radio-Canada                   | ...                                 | ...   | ...           | ...   | 1,112,361,000      | ...    | 1,112,361,000  | ...   |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                        | 8,115,502                           | 1.0   | 47,805,612    | 3.1   | ...                | ...    | 55,921,114     | 2.0   |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | -4,345,948                          | -0.5  | 44,272,424    | 2.8   | ...                | ...    | 39,926,476     | 1.4   |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                  | 379,815,287                         | 48.6  | 469,029,330   | 30.6  | 798,713,000        | 218.9  | 1,647,557,617  | 61.5  |
| Number of employees (weekly average)<br>Effectifs (moyenne hebdomadaire)                  | 8,963                               | ...   | 8,193         | ...   | 11,524             | ...    | 28,680         | ...   |

TABLE 3. Balance Sheet Data of Radio and Television Broadcasting Industry, by Area, 1995

| No. |   | Newfoundland and Prince<br>Edward Island      | Nova<br>Scotia      | New<br>Brunswick      | Québec      | Ontario       | Manitoba    |
|-----|---|---|---------------------|-----------------------|-------------|---------------|-------------|
|     |   | Terre-Neuve<br>et l'île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec      |               |             |
|     |   | dollars                                       |                     |                       |             |               |             |
| 1   | Business organizations                                    | 4   | 12                  | 12                    | 54          | 50            | 9           |
|     | Assets  |   |                     |                       |             |               |             |
|     | Current:  |   |                     |                       |             |               |             |
| 2   | Cash  | 315,014                                       | 597,399             | 705,719               | 8,943,211   | 60,409,298    | 801,080     |
| 3   | Securities  | 1,052,603                                     | -                   | 2,000,000             | 886,000     | 425,063       | 1,000,000   |
| 4   | Receivables (net)   | 4,135,120                                     | 8,342,415           | 6,189,425             | 75,992,515  | 217,771,588   | 7,496,910   |
| 5   | Inventories   | 209,844                                       | 20,391              | 12,450                | 3,987,156   | 28,313,909    | -           |
| 6   | Prepaid program rights                                    | 306,130                                       | 3,440               | -                     | 45,042,349  | 86,662,542    | 1,117,540   |
| 7   | Other prepaid expenses                                    | 303,008                                       | 636,255             | 138,122               | 25,693,103  | 16,859,951    | 698,120     |
| 8   | Associated companies                                      | -   | 1,050,271           | -                     | 16,604,801  | -48,390,822   | -           |
| 9   | Other   | 1,487   | 3,688,597           | 200,253               | 2,297,385   | 18,916,259    | 982,252     |
| 10  | Total current assets                                      | 6,323,206                                     | 14,338,768          | 9,245,969             | 179,446,520 | 380,967,788   | 12,095,902  |
|     | Investments and advances:                                 |   |                     |                       |             |               |             |
| 11  | Associated companies (non-current)                        | 1,070,956                                     | 814,139             | 7,621,529             | 75,537,355  | 330,200,205   | 116,896,812 |
| 12  | Equity investment in program<br>development               | -   | -                   | 30,000                | 121,000     | -             | -           |
| 13  | Other   | 176,493                                       | 88,179              | 25                    | 7,641,736   | 6,802,524     | 3,420,578   |
| 14  | Total investments and advances                            | 1,247,449                                     | 902,318             | 7,651,554             | 83,300,091  | 337,002,729   | 120,317,390 |
|     | Fixed assets (owned and leased):                          |   |                     |                       |             |               |             |
| 15  | Land, property and equipment                              | 20,262,382                                    | 35,372,341          | 17,498,767            | 352,488,889 | 674,202,577   | 38,612,622  |
| 16  | Less: Accumulated depreciation                            | 14,974,782                                    | 22,585,834          | 7,603,830             | 215,125,904 | 399,514,496   | 28,398,029  |
| 17  | Net fixed assets, broadcasting                            | 5,287,600                                     | 12,786,507          | 9,894,937             | 137,362,985 | 274,688,081   | 10,214,593  |
| 18  | Net fixed assets, non-broadcasting                        | -   | -                   | 887,816               | 928,364     | 34,811,342    | 2,862,671   |
| 19  | Intangible assets   | 695,140                                       | 8,903,784           | 1,511,600             | 161,727,900 | 240,066,253   | 5,392,247   |
|     | Other assets:   |   |                     |                       |             |               |             |
| 20  | Non-current portion of film and<br>program rights         | -   | -                   | -                     | 61,928,932  | 141,869,435   | -           |
| 21  | Other   | 54,242  | 23,634,071          | 8,632,224             | 15,084,870  | 112,738,509   | 1,916,827   |
| 22  | Total fixed and other assets                              | 6,036,982                                     | 45,324,362          | 20,926,577            | 377,033,051 | 804,173,601   | 20,386,358  |
| 23  | Total assets  | 13,607,637                                    | 60,565,448          | 37,824,100            | 639,779,662 | 1,522,144,137 | 152,799,630 |
|     | Liabilities   |   |                     |                       |             |               |             |
|     | Current:  |   |                     |                       |             |               |             |
| 24  | Bank loans and overdrafts                                 | 840,261                                       | 3,080,789           | 716,097               | 16,614,389  | 18,141,303    | 3,924,747   |
| 25  | Other loans   | -   | 7,600               | 4,400                 | 39,591      | 11,187,459    | 28,936      |
| 26  | Accounts payable and accrued                              | 1,471,028                                     | 3,637,672           | 2,461,603             | 102,484,070 | 158,829,404   | 6,394,348   |
| 27  | Income tax payable  | 2,723   | 226,006             | 10,740                | 5,178,819   | 13,718,799    | 519,764     |
| 28  | Dividends payable   | -   | -                   | -                     | 706,873     | -             | -           |
| 29  | Film and program contracts payable                        | 319,940                                       | -                   | -                     | 8,807,603   | 79,645,474    | 12,034      |
| 30  | Unearned income   | -   | -                   | 47,370                | 353,398     | 605,928       | 42,980      |
| 31  | Current portion long-term debt                            | 357,792                                       | 1,456,689           | 2,389,862             | 23,292,773  | 1,672,278     | 2,969,021   |
| 32  | Associated companies                                      | -   | -                   | 1,580,900             | 1,781,310   | 25,466,241    | 2,463,126   |
| 33  | Other   | 350,468                                       | 104,361             | -                     | 497,544     | 4,786,082     | 15,000      |
| 34  | Total current liabilities                                 | 3,342,212                                     | 8,513,117           | 7,210,972             | 159,756,370 | 314,052,968   | 16,369,956  |
|     | Non-current liabilities:                                  |   |                     |                       |             |               |             |
|     | Long-term debt:   |   |                     |                       |             |               |             |
| 35  | Notes, mortgages and bonds                                | 439,034                                       | 24,217,288          | 8,044,256             | 126,115,063 | 117,126,075   | 48,588,190  |
| 36  | Obligations under capital leases                          | 24,535  | 635,229             | 76,621                | 2,203,115   | 2,319,688     | 45,057      |
| 37  | Debentures  | 1,525,000                                     | -                   | 6,437,000             | 59,552,765  | 126,072,076   | 2,820,278   |
| 38  | Less: Current portion                                     | 357,792                                       | 1,456,689           | 2,389,862             | 23,292,773  | 1,672,278     | 2,969,021   |
| 39  | Total long-term debt                                      | 1,630,777                                     | 23,395,828          | 12,168,015            | 164,578,170 | 243,845,561   | 48,484,504  |
| 40  | Deferred income taxes                                     | -   | 16,741              | 153,069               | 21,889,991  | 32,041,698    | 2,215,631   |
| 41  | Associated companies                                      | 4,351   | 45,480,080          | 4,774,470             | 3,789,046   | 341,054,224   | 103,000     |
| 42  | Film and program rights<br>and contracts                  | 319,940                                       | -                   | -                     | 8,807,603   | 133,512,809   | 12,034      |
| 43  | Less: Current portion                                     | 319,940                                       | -                   | -                     | 8,807,603   | 79,645,474    | 12,034      |
| 44  | Other liabilities   | -   | 2,756,684           | 3,439,262             | 57,378,506  | 28,336,756    | 174,812     |
| 45  | Total non-current liabilities                             | 1,635,128                                     | 71,649,333          | 20,534,816            | 247,635,713 | 699,145,571   | 50,977,947  |
| 46  | Total liabilities   | 4,977,340                                     | 80,162,450          | 27,745,788            | 407,392,083 | 1,013,198,542 | 67,347,903  |
|     | Shareholders' equity:                                     |   |                     |                       |             |               |             |
|     | Share capital issued:                                     |   |                     |                       |             |               |             |
| 47  | Preferred   | 25,000  | 1,293,350           | 17,259,723            | 3,999,425   | 175,243,907   | 20,600      |
| 48  | Common  | 270,100                                       | 673,964             | 391,605               | 122,815,580 | 229,283,145   | 3,280,770   |
| 49  | Retained earnings (accumulated<br>deficit) at end of year | 8,335,197                                     | -22,593,721         | -7,962,507            | 99,670,777  | 53,793,761    | 82,150,357  |
| 50  | Other surplus   | -   | 1,029,405           | 594,476               | 5,901,797   | 50,624,782    | -           |
| 51  | Total shareholders' equity                                | 8,630,297                                     | -19,597,002         | 10,283,297            | 232,387,579 | 508,945,595   | 85,451,727  |
| 52  | Total liabilities and equity                              | 13,607,637                                    | 60,565,448          | 38,029,085            | 639,779,662 | 1,522,144,137 | 152,799,630 |

Note: Line 49, CBC, represents the equity of the Government of Canada in the CBC.



TABLEAU 3. Bilan de l'industrie de la radiodiffusion et de la télévision, par région, 1995

| Saskatchewan | Alberta     | B.C.,<br>N.W.T.<br>and Yukon  | Sub-total<br>Private<br>Stations         | CBC              | Total, Private<br>Stations<br>and CBC           |  | No |
|--------------|-------------|-------------------------------|--|------------------|---|--|----|
|              |             | C.-B.,<br>T.N.-O.<br>et Yukon | Total<br>Partiel,<br>Stations<br>Privées | Radio-<br>Canada | Total<br>Stations<br>Privées et<br>Radio-Canada |  |    |
| dollars      |             |                               |  |                  |   |  |    |
| 15           | 16          | 37                            | 209                                      | 1                | 210 Entreprises                                 |  | 1  |
|              |             |                               |  |                  | Actif   |  |    |
|              |             |                               |  |                  | Disponibilités:                                 |  |    |
| 1,135,191    | 2,156,930   | 14,447,245                    | 89,511,087                               | 1,283,000        | 90,794,087                                      | Encaisse   | 2  |
| 499,938      | -           | 4,321                         | 5,867,925                                | 43,782,000       | 49,649,925                                      | Valeurs mobilières   | 3  |
| 13,164,884   | 22,413,568  | 67,283,517                    | 422,789,942                              | 88,928,000       | 511,717,942                                     | Débiteurs (nets)   | 4  |
| 296,638      | 114,138     | 74,018                        | 33,028,544                               | 129,171,000      | 162,199,544                                     | Stocks   | 5  |
| 468,179      | 5,054,600   | 23,579,542                    | 162,234,322                              | 37,217,000       | 199,451,322                                     | Droits de programmation payés d'avance                           | 6  |
| 1,783,129    | 1,436,352   | 2,398,444                     | 49,946,284                               | 28,611,000       | 78,557,284                                      | Autres frais payés d'avance                                      | 7  |
| 374,493      | 33,657      | 6,304,080                     | -24,023,520                              | -                | -24,023,520                                     | Sociétés affiliées   | 8  |
| 5,401,562    | 809,003     | 271,378                       | 32,568,176                               | -                | 32,568,176                                      | Autres   | 9  |
| 23,124,014   | 32,018,248  | 114,362,345                   | 771,922,760                              | 328,992,000      | 1,100,914,760                                   | Total des disponibilités   | 10 |
| 96,162,941   | 57,255,569  | 107,357,814                   | 792,917,320                              | -                | 792,917,320                                     | Placements et avances:   |    |
| -            | 973,382     | -                             | 1,124,382                                | -                | 1,124,382                                       | Sociétés affiliées (non-exigible)                                | 11 |
| 661,730      | 21,164,830  | 8,954,907                     | 48,911,002                               | 822,000          | 49,733,002                                      | Capitaux investis au développement<br>de la programmation        | 12 |
| 96,824,671   | 79,393,781  | 116,312,721                   | 842,952,704                              | 822,000          | 843,774,704                                     | Autres   | 13 |
|              |             |                               |  |                  |   | Total des placements et avances                                  | 14 |
| 64,190,183   | 99,135,420  | 224,727,803                   | 1,526,490,984                            | 2,079,827,000    | 3,606,317,984                                   | Immobilisation, système de radiodiffusion                        |    |
| 39,234,489   | 55,409,499  | 135,126,141                   | 917,973,004                              | 822,124,000      | 1,740,097,004                                   | Terrains, installations et matériel                              | 15 |
| 24,955,694   | 43,725,921  | 89,601,662                    | 608,517,980                              | 1,257,703,000    | 1,866,220,980                                   | Moins: Amortissement cumulé                                      | 16 |
| 1,099,169    | 551,655     | 20,194,825                    | 61,335,842                               | -                | 61,335,842                                      | Immobilisation nettes: radiodiffusion                            | 17 |
| 6,454,986    | 51,472,795  | 39,274,296                    | 515,499,001                              | 8,399,000        | 523,898,001                                     | Immobilisation nettes: autres que<br>radiodiffusion              | 18 |
| -            | -           | 225,051,285                   | 428,849,652                              | -                | 428,849,652                                     | Immobilisations incorporelles                                    | 19 |
| 35,874,707   | 3,170,667   | 12,764,601                    | 213,870,718                              | 26,654,000       | 240,524,718                                     | Autres éléments d'actif:   |    |
| 68,384,556   | 98,921,038  | 386,886,669                   | 1,828,073,193                            | 1,292,756,000    | 3,120,829,193                                   | Partie non exigible des droits sur les<br>films et les émissions | 20 |
| 188,333,241  | 210,333,067 | 617,561,735                   | 3,442,948,657                            | 1,622,570,000    | 5,065,518,657                                   | Autres   | 21 |
|              |             |                               |  |                  |   | Total, immobilisations et autres<br>éléments d'actif             | 22 |
|              |             |                               |  |                  |   | Total de l'actif   | 23 |
| 1,447,751    | 2,147,943   | 8,820,428                     | 55,733,708                               | -                | 55,733,708                                      | Passif   |    |
| -            | 57,000      | 145,716                       | 11,470,702                               | -                | 11,470,702                                      | Exigibilités:  |    |
| 7,839,438    | 11,854,055  | 33,873,676                    | 328,845,294                              | 104,203,000      | 433,048,294                                     | Emprunts et découverts bancaires                                 | 24 |
| 442,422      | 367,964     | 10,819,593                    | 31,286,830                               | -                | 31,286,830                                      | Autres emprunts  | 25 |
| 120,000      | 1,900,038   | 3,422                         | 2,730,333                                | -                | 2,730,333                                       | Créditeurs et éléments courus                                    | 26 |
| -            | 1,948,800   | 14,139,314                    | 104,873,165                              | 4,474,000        | 109,347,165                                     | Impôts sur le revenu à payer                                     | 27 |
| 110,637      | 5,756       | 962,163                       | 2,128,232                                | 2,034,000        | 4,162,232                                       | Dividendes à verser  | 28 |
| 390,521      | 1,658,883   | 12,420,302                    | 46,608,121                               | 167,000          | 46,775,121                                      | Contrats de films et d'émissions à payer                         | 29 |
| -            | 65,120,248  | 381,069,907                   | 477,481,732                              | -                | 477,481,732                                     | Revenu non gagné   | 30 |
| 330,061      | 2,151,707   | 747,536                       | 8,982,759                                | 96,610,000       | 105,592,759                                     | Partie exigible de la dette à long terme                         | 31 |
| 10,680,830   | 87,212,394  | 463,002,057                   | 1,070,140,876                            | 207,488,000      | 1,277,628,876                                   | Sociétés affiliées   | 32 |
|              |             |                               |  |                  |   | Autres   | 33 |
|              |             |                               |  |                  |   | Total des exigibilités   | 34 |
| 33,223,560   | 8,556,615   | 40,863,792                    | 407,173,873                              | -                | 407,173,873                                     | Passif non exigible:   |    |
| -            | 28,872      | 338,667                       | 5,671,784                                | -                | 5,671,784                                       | Dette à long terme:  |    |
| 390,521      | 1,658,883   | 12,420,302                    | 46,608,121                               | 167,000          | 46,775,121                                      | Billets, hypothèques et obligations                              | 35 |
| 32,833,039   | 7,204,710   | 29,687,395                    | 563,827,999                              | 417,850,000      | 981,677,999                                     | Contrats de location-acquisition                                 | 36 |
| 500,161      | 5,733,890   | 10,515,045                    | 73,066,226                               | -                | 73,066,226                                      | Obligations non garanties  | 37 |
| 2,364,532    | 37,569,094  | 42,460,996                    | 477,599,793                              | -                | 477,599,793                                     | Moins: La partie exigible  | 38 |
| -            | 1,948,800   | 14,139,314                    | 158,740,500                              | 4,474,000        | 163,214,500                                     | Impôts de la dette à long terme                                  | 39 |
| -            | 1,948,800   | 14,139,314                    | 104,873,165                              | 4,474,000        | 109,347,165                                     | Moins: La partie exigible  | 40 |
| 4,254,651    | 878,543     | 2,132,978                     | 99,352,192                               | 174,025,000      | 273,377,192                                     | Sociétés affiliées   | 41 |
| 39,952,383   | 51,386,237  | 84,796,414                    | 1,267,713,545                            | 591,875,000      | 1,859,588,545                                   | Droits et contrats de films et<br>d'émissions                    | 42 |
| 50,633,213   | 138,598,631 | 547,798,471                   | 2,337,854,421                            | 799,363,000      | 3,137,217,421                                   | Moins: La partie exigible  | 43 |
|              |             |                               |  |                  |   | Autres éléments du passif  | 44 |
|              |             |                               |  |                  |   | Total du passif non exigible                                     | 45 |
|              |             |                               |  |                  |   | Total du passif  | 46 |
| 42,070,427   | 22,395,324  | 16,885,856                    | 279,193,612                              | -                | 279,193,612                                     | Avoir des actionnaires:  |    |
| 97,163,062   | 52,242,839  | 57,714,249                    | 563,835,314                              | -                | 563,835,314                                     | Capital-actions émis:  |    |
| -1,537,711   | -3,447,885  | -7,939,246                    | 200,469,022                              | 823,207,000      | 1,023,676,022                                   | Actions privilégiées   | 47 |
| 4,250        | 544,158     | 3,102,405                     | 61,801,273                               | -                | 61,801,273                                      | Actions ordinaires   | 48 |
| 137,700,028  | 71,734,436  | 69,763,264                    | 1,105,299,221                            | 823,207,000      | 1,928,506,221                                   | Bénéfices non répartis (déficit cumulé)<br>à la fin de l'année   | 49 |
| 188,333,241  | 210,333,067 | 617,561,735                   | 3,443,153,642                            | 1,622,570,000    | 5,065,723,642                                   | Autres excédents   | 50 |
|              |             |                               |  |                  |   | Total de l'avoir des actionnaires                                | 51 |
|              |             |                               |  |                  |   | Total du passif et de l'avoir des<br>actionnaires                | 52 |

Nota: Ligne 49, Radio-Canada, représente l'avoir propre du Gouvernement du Canada à Radio-Canada.

TABLE 4. Statement of Retained Earnings for the Privately Owned Radio and Television Broadcasting Industry, by Area, 1995

| No.  | Newfoundland<br>and Prince<br>Edward Island | Nova<br>Scotia      | New<br>Brunswick      | Québec      | Ontario    |
|--|---|---------------------|-----------------------|-------------|------------|
|  | Terre-Neuve<br>et Île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec      |            |
|  | dollars                                     |                     |                       |             |            |
| 1 Business organizations                   | 4   | 12                  | 12                    | 54          | 50         |
| 2 Balance at beginning of year             | 8,676,353                                   | -35,771,976         | -9,901,157            | 94,506,798  | 23,735,382 |
| 3 Adjustment of prior years' income (loss) | -   | 15,184,498          | -                     | -3,048,034  | 11,803,781 |
| 4 Balance after adjustments                | 8,676,353                                   | -20,587,478         | -9,901,157            | 91,458,764  | 35,539,163 |
| 5 Net income (loss) for the year           | -341,154                                    | -1,928,143          | 2,083,486             | 11,035,076  | 26,679,617 |
| 6 Other additions                          | -   | -                   | 5,405                 | 3,636,074   | 34,568     |
| 7 Unappropriated retained earnings         | 8,335,197                                   | -22,515,621         | -7,812,266            | 106,129,914 | 62,253,348 |
| Less:                                      |   |                     |                       |             |            |
| 8 Dividends - preferred                    | -   | -                   | -                     | 112,435     | 1,975,989  |
| 9 Dividends - common                       | -   | 78,100              | -                     | 6,157,946   | 3,757,918  |
| 10 Other deductions                        | -   | -                   | 150,241               | 188,756     | 2,725,680  |
| 11 Balance at end of year                  | 8,335,197                                   | -22,593,721         | -7,962,507            | 99,670,777  | 53,793,761 |

TABLE 5. Statement of Changes in Cash Position for the Privately Owned Radio and Television Broadcasting Industry, by Area, 1995

| No.  | Newfoundland<br>and Prince<br>Edward Island | Nova<br>Scotia      | New<br>Brunswick      | Québec       | Ontario      |
|--|---|---------------------|-----------------------|--------------|--------------|
|  | Terre-Neuve<br>et Île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec       |              |
|  | dollars                                     |                     |                       |              |              |
| 1 Business organizations   | 4   | 12                  | 12                    | 54           | 50           |
| Cash provided by (used in):                                      |   |                     |                       |              |              |
| Operating Activities   |   |                     |                       |              |              |
| 2 Net income (loss) from broadcasting operations after taxes     | -341,154                                    | -1,936,985          | -1,138,774            | 9,624,537    | 14,674,254   |
| 3 Net income (loss) from non-broadcasting operations after taxes | -2  | 8,842               | 3,222,260             | 1,410,539    | 12,005,363   |
| 4 Depreciation and amortization (recorded in                     | 959,644                                     | 3,069,827           | 1,476,878             | 25,279,511   | 74,668,560   |
| 5 Deferred income taxes  | 10,429                                      | -826                | -1,892,105            | 5,416,222    | -1,380,215   |
| 6 Loss (gain) on the disposal of fixed assets                    | -3,147                                      | 3,300               | -1,988,529            | 46,848       | 149,093      |
| 7 Loss (gain) on the disposal of investments                     | -   | -                   | -                     | -1,034,274   | -15,077,097  |
| 8 Other operating activities                                     | 2,520                                       | -764                | 52,254                | -1,798,882   | 1,021,965    |
| 9 Net change in non-cash working capital                         | -82,327                                     | 4,997               | -1,241,532            | 1,384,208    | 55,038,609   |
| 10 Total operating activities                                    | 545,963                                     | 1,148,391           | -1,509,548            | 40,328,709   | 141,100,532  |
| Investment Activities  |   |                     |                       |              |              |
| Additions to fixed assets:                                       |   |                     |                       |              |              |
| 11 Broadcasting only   | -764,914                                    | -1,063,359          | -1,136,908            | -21,603,092  | -51,365,157  |
| 12 Non-broadcasting  | -16,526                                     | -14,210             | -17,637               | -170,416     | -11,729,950  |
| 13 Additions to investments                                      | -   | -727,179            | -                     | -1,374,376   | -70,849,514  |
| 14 Investments in broadcasting rights and licences               | -   | -8,665,639          | -                     | -85,000      | -34,763,117  |
| 15 Proceeds from the disposal of fixed assets                    | 9,724                                       | 1,366,148           | 2,328,098             | 2,826,887    | 6,749,590    |
| 16 Proceeds from the disposal of investments                     | 2,760                                       | -                   | -                     | 114,341,938  | 19,934,973   |
| 17 Other investments activities                                  | -72   | -3,487,560          | 1,968,738             | -9,036,924   | -18,600,672  |
| 18 Total investment activities                                   | -769,028                                    | -12,591,799         | 3,142,291             | 84,899,017   | -160,623,847 |
| Financing Activities   |   |                     |                       |              |              |
| Dividends  |   |                     |                       |              |              |
| 19 Preferred shares  | -   | -                   | -                     | -112,435     | -1,975,989   |
| 20 Common shares   | -   | -78,100             | -                     | -6,157,946   | -3,757,918   |
| 21 Increase in long-term debt                                    | 439,565                                     | 14,306,324          | 3,449,151             | -113,559,621 | 15,537,972   |
| 22 Capital stock and debt financing                              | -   | 1,487,430           | -456,107              | 1,714,186    | 39,904,100   |
| 23 Other financing activities                                    | -   | -7,296,485          | -590,516              | 3,865,223    | 16,196       |
| 24 Total financing activities                                    | 439,565                                     | 8,419,169           | 2,402,526             | -114,250,593 | 49,524,361   |
| 25 Net increase (decrease) in cash                               | 216,500                                     | -3,024,239          | 4,035,271             | 10,977,133   | 30,001,046   |
| 26 Cash (bank indebtedness) beginning of year                    | -741,747                                    | 560,849             | -4,045,649            | -18,648,311  | 12,266,949   |
| 27 Cash (bank indebtedness) end of year                          | -525,247                                    | -2,463,390          | -10,378               | -7,671,178   | 42,267,995   |

TABLEAU 4. État des bénéfices non répartis de l'industrie de la radiodiffusion et de la télévision privée, par région, 1995

| Manitoba   | Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total           |                                       | No |
|------------|--------------|------------|-------------------------------|-----------------|---------------------------------------|----|
| dollars    |              |            | C.-B.,<br>T.N.-O.<br>et Yukon |                 |                                       |    |
| 9          | 15           | 16         | 37                            | 209 Entreprises |                                       | 1  |
| 75,624,223 | -3,556,264   | -4,808,104 | -2,694,851                    | 145,810,404     | Solde au début de l'année             | 2  |
| -1,541,616 | -            | -          | -14,899,007                   | 7,499,622       | Redressement du bénéfice              | 3  |
| 74,082,607 | -3,556,264   | -4,808,104 | -17,593,858                   | 153,310,026     | Solde révisé                          | 4  |
| 10,906,824 | 991,439      | 7,824,015  | 8,561,914                     | 65,813,072      | Bénéfice net (perte nette) de l'année | 5  |
| -          | 1,423,441    | 571,222    | 2,154,656                     | 7,825,366       | Autres additions                      | 6  |
| 84,989,431 | -1,141,384   | 3,587,133  | -6,877,288                    | 226,948,464     | Bénéfices non répartis non affectés   | 7  |
|            |              |            |                               |                 | Moins:                                |    |
| 1,236      | -            | -          | 248,696                       | 2,338,356       | Dividendes - actions privilégiées     | 8  |
| 2,837,838  | 272,209      | 5,246,734  | 157,310                       | 18,508,055      | Dividendes - actions ordinaires       | 9  |
| -          | 124,118      | 1,788,284  | 655,952                       | 5,633,031       | Autres déductions                     | 10 |
| 82,150,357 | -1,537,711   | -3,447,885 | -7,939,246                    | 200,469,022     | Solde à la fin de l'année             | 11 |

TABLEAU 5. État de l'évolution de la situation financière de l'industrie de la radiodiffusion et de la télévision privée, par région, 1995

| Manitoba    | Saskatchewan | Alberta     | B.C.,<br>N.W.T.<br>and Yukon  | Total           |   | No |
|-------------|--------------|-------------|-------------------------------|-----------------|---|----|
| dollars     |              |             | C.-B.,<br>T.N.-O.<br>et Yukon |                 |   |    |
| 9           | 15           | 16          | 37                            | 209 Entreprises |   | 1  |
|             |              |             |                               |                 | Rentrés de fonds liée aux activités suivantes:    |    |
|             |              |             |                               |                 | Activités d'exploitation                          |    |
| 2,999,500   | 1,541,048    | 7,812,868   | 6,691,182                     | 39,926,476      | Bénéfice net (perte) provenant de la radio-       | 2  |
| 7,907,324   | -549,609     | 11,147      | 1,870,732                     | 25,886,596      | diffusion, après impôt sur le revenu              |    |
|             |              |             |                               |                 | Bénéfice net (perte) provenant d'activités au     | 3  |
| 2,126,910   | 7,712,420    | 8,024,087   | 21,554,637                    | 144,872,474     | que la radiodiffusion, après impôt sur le rev     |    |
| 684,819     | 2,330,622    | -81,812     | 962,092                       | 6,049,226       | Amortissement (comptabilisé)                      | 4  |
| -1,653,230  | 111,384      | 213,803     | -1,658,157                    | -4,778,635      | Impôts sur le revenu différés                     | 5  |
|             |              |             | -74,421                       | -16,185,792     | Pertes (profits) sur disposition d'immobilisation | 6  |
| -11,049,598 | 54,770       | 576,770     | -543,010                      | -11,683,975     | Pertes (profits) sur disposition de placements    | 7  |
| 3,687,645   | 1,291,076    | -249,887    | -2,165,021                    | 57,667,768      | Autres activités d'exploitation                   | 8  |
| 4,703,370   | 12,491,711   | 16,506,976  | 26,638,034                    | 241,754,138     | Variation nette des éléments d'actif et de pa     | 9  |
|             |              |             |                               |                 | Total des activités d'exploitation                |    |
|             |              |             |                               |                 | Activités d'investissement                        |    |
|             |              |             |                               |                 | Acquisition d'immobilisations:                    |    |
| -2,290,091  | -3,440,887   | -6,078,170  | -14,667,133                   | -102,409,711    | Activités de radiodiffusion seulement             | 11 |
| -3,629,475  | -1,130,348   | -645,158    | -3,903,179                    | -21,256,899     | Autres activités                                  | 12 |
| -2,852,098  | -96,004,000  | -52,075,506 | -8,322,477                    | -232,205,150    | Augmentation des placements                       | 13 |
| -1,429,831  | -845,966     | -           | -29,905                       | -45,819,458     | Augmentation des licences de radiodiffusion       | 14 |
| 1,081,602   | 251,115      | 1,353,262   | 8,050,728                     | 24,017,154      | Produit de disposition d'immobilisations          | 15 |
| 125,280     | 176,989      | 310,267     | 87,120                        | 134,979,327     | Produit de disposition de placements              | 16 |
| -646,875    | -4,632,327   | -488,572    | 1,959,548                     | -32,964,716     | Autres activités d'investissement                 | 17 |
| -9,641,488  | -105,625,424 | -57,623,877 | -16,825,298                   | -275,659,453    | Total des activités d'investissement              | 18 |
|             |              |             |                               |                 | Activités de financement                          |    |
|             |              |             |                               |                 | Dividendes  |    |
| -1,236      | -            | -           | -248,696                      | -2,338,356      | Actions privilégiées                              | 19 |
| -2,837,838  | -272,209     | -5,246,734  | -157,310                      | -18,508,055     | Actions ordinaires                                | 20 |
| 20,041,356  | 985,851      | -3,534,382  | -923,465                      | -63,457,249     | Augmentation de la dette à long terme             | 21 |
| -           | 95,930,600   | 22,183,756  | 2,046,229                     | 162,810,194     | Émissions d'actions                               | 22 |
| 1,431,481   | 4,640,078    | 28,535,208  | 1,114,034                     | 31,715,219      | Autres activités de financement                   | 23 |
| 18,633,763  | 101,284,320  | 41,937,848  | 1,830,792                     | 110,221,753     | Total des activités de financement                | 24 |
|             |              |             |                               |                 | Augmentation des liquidités                       | 25 |
| 13,695,645  | 8,150,607    | 620,947     | 11,643,528                    | 76,316,438      | Liquidités au début de l'exercice                 | 26 |
| -16,819,312 | -8,463,167   | -611,960    | -6,016,711                    | -42,539,059     | Liquidités à la fin de l'exercice                 | 27 |
| -3,123,667  | -312,560     | 8,987       | 5,626,817                     | 33,777,379      |   |    |



TABLE 6. Revenue, Expenses and Employees of the Privately Owned Television and Radio Broadcasting Industry, by Area, 1995

| No. | dollars                               | Atlantic<br>Provinces<br>Provinces<br>de l'Atlantique | Québec      | Ontario     | Manitoba   |
|-----|---------------------------------------|---|-------------|-------------|------------|
| 1   | Television stations                   |   |             |             |            |
| 2   | Reporting units                       | 9   | 26          | 28          | 6          |
| 3   | Operating revenue                     |   |             |             |            |
| 4   | Sale of air time:                     |   |             |             |            |
| 5   | Local time sales                      | 24,363,903  | 77,160,898  | 89,658,813  | 15,151,805 |
| 6   | National time sale                    | 23,325,803  | 168,448,940 | 455,826,628 | 22,518,585 |
| 7   | Network time sales                    | 12,030,162  | 71,739,237  | 65,435,364  | 5,124,115  |
| 8   | Infomercials                          | 324,499   | 730,665     | 5,416,887   | 587,741    |
| 9   | Total air time sales                  | 60,044,367  | 318,079,740 | 616,337,692 | 43,382,246 |
| 10  | Production and other:                 |   |             |             |            |
| 11  | Syndication                           | 201,254   | 1,683,322   | 2,224,650   | 74,395     |
| 12  | Production                            | 1,035,081   | 22,940,731  | 12,548,328  | 1,896,179  |
| 13  | Other                                 | 650,031   | 5,100,305   | 11,019,043  | 340,325    |
| 14  | Total production and other            | 1,886,366   | 29,724,358  | 25,792,021  | 2,310,899  |
| 15  | Total operating revenue               | 61,930,733  | 347,804,098 | 642,129,713 | 45,693,145 |
| 16  | Operating expenses                    |   |             |             |            |
| 17  | Program                               | 30,678,554  | 167,540,770 | 384,079,888 | 26,510,038 |
| 18  | Technical                             | 11,490,626  | 15,609,559  | 26,931,064  | 2,926,851  |
| 19  | Sales and promotion                   | 8,116,090   | 38,181,859  | 70,159,821  | 5,692,919  |
| 20  | Administration and General            | 9,450,812   | 74,750,427  | 66,941,111  | 4,866,302  |
| 21  | Depreciation                          | 3,092,833   | 14,544,440  | 21,068,344  | 1,765,398  |
| 22  | Interest expense                      | 657,642   | 11,808,514  | 44,659,822  | 762,816    |
| 23  | Total operating expenses              | 63,486,557  | 322,415,569 | 613,840,050 | 42,524,324 |
| 24  | Net operating income                  | -1,555,824  | 25,388,529  | 28,289,663  | 3,168,821  |
| 25  | Other adjustments-income (expense)    | -85,499   | -188,356    | -2,013,736  | 701,346    |
| 26  | Net income (loss) before income taxes | -1,641,323  | 25,200,173  | 26,275,927  | 3,870,167  |
| 27  | Provision for income taxes            | -571,158  | 11,905,145  | 16,059,543  | 1,400,140  |
| 28  | Net income (loss) after income taxes  | -1,070,165  | 13,295,028  | 10,216,384  | 2,470,027  |
| 29  | Salaries and other staff benefits     | 28,199,254  | 123,716,878 | 175,421,013 | 13,144,309 |
| 30  | Number of employees (weekly average)  | 503   | 2,121       | 2,906       | 321        |
| 31  | Reporting units showing profits       | 4   | 19          | 18          | 5          |
| 32  | Reporting units showing losses        | 5   | 7           | 10          | 1          |
| 33  | Radio stations                        |   |             |             |            |
| 34  | Reporting units                       | 64  | 100         | 146         | 22         |
| 35  | Operating revenue                     |   |             |             |            |
| 36  | Sale of air time:                     |   |             |             |            |
| 37  | Local time sales                      | 53,288,756  | 103,854,930 | 207,276,865 | 23,473,512 |
| 38  | National time sale                    | 8,977,948   | 41,084,283  | 58,765,467  | 6,601,138  |
| 39  | Network time sales                    | -   | 356,210     | -           | -          |
| 40  | Total air time sales                  | 62,266,704  | 145,295,423 | 266,042,332 | 30,074,650 |
| 41  | Production and other:                 |   |             |             |            |
| 42  | Syndication                           | -   | 5,755       | 346,951     | -          |
| 43  | Production                            | 217,761   | 1,283,783   | 1,614,069   | 284,062    |
| 44  | Other                                 | 425,157   | 5,581,714   | 5,902,683   | 875,159    |
| 45  | Total production and other            | 642,918   | 6,871,252   | 7,863,703   | 1,159,221  |
| 46  | Total operating revenue               | 62,909,622  | 152,166,675 | 273,906,035 | 31,233,871 |
| 47  | Operating expenses                    |   |             |             |            |
| 48  | Program                               | 21,563,359  | 52,118,375  | 87,759,788  | 11,404,770 |
| 49  | Technical                             | 3,639,547   | 4,881,746   | 11,522,845  | 1,299,276  |
| 50  | Sales and promotion                   | 14,252,267  | 35,697,595  | 79,049,762  | 8,398,281  |
| 51  | Administration and General            | 17,817,462  | 44,244,999  | 71,604,104  | 8,859,512  |
| 52  | Depreciation                          | 2,929,090   | 4,952,885   | 10,490,290  | 864,184    |
| 53  | Interest expense                      | 2,057,057   | 9,292,649   | 11,657,819  | 873,817    |
| 54  | Total operating expenses              | 62,258,782  | 151,188,249 | 272,084,608 | 31,699,840 |
| 55  | Net operating income                  | 650,840   | 978,426     | 1,821,427   | -465,969   |
| 56  | Other adjustments-income (expense)    | 82,357  | -1,936,329  | -8,179,396  | 1,022,899  |
| 57  | Net income (loss) before income taxes | 733,197   | -957,903    | -6,357,969  | 556,930    |
| 58  | Provision for income taxes            | 909,324   | 2,159,664   | 108,993     | 680,010    |
| 59  | Net income (loss) after income taxes  | -176,127  | -3,117,567  | -6,466,962  | -123,080   |
| 60  | Salaries and other staff benefits     | 32,057,071  | 70,197,467  | 135,334,956 | 17,667,775 |
| 61  | Number of employees (weekly average)  | 924   | 1,769       | 3,000       | 436        |
| 62  | Reporting units showing profits       | 33  | 49          | 58          | 11         |
| 63  | Reporting units showing losses        | 31  | 51          | 88          | 11         |

TABLEAU 6. Recettes, dépenses et effectifs de l'industrie de la télévision et de la radio privée, par région, 1995

| Saskatchewan                                   | Alberta | B.C.,<br>N.W.T.<br>and Yukon  | Total |  | No |
|--|---------|-------------------------------|-------|--|----|
| dollars  |         | C.-B.,<br>T.N.-O.<br>et Yukon |       |  |    |
| 10   | 12      | 9                             | 100   |  |    |
| Stations de télévision                         |         |                               |       |  |    |
| Unités déclarantes                             |         |                               |       |  |    |
| Recettes d'exploitation                        |         |                               |       |  |    |
| Ventes de temps d'antenne:                     |         |                               |       |  |    |
| Ventes de temps d'antenne (local)              |         |                               |       |  |    |
| Ventes de temps d'antenne (national)           |         |                               |       |  |    |
| Ventes de temps d'antenne (réseau)             |         |                               |       |  |    |
| Infopublicités                                 |         |                               |       |  |    |
| Total des ventes de temps d'antenne            |         |                               |       |  |    |
| Production et autres:                          |         |                               |       |  |    |
| Ventes de droits de diffusion                  |         |                               |       |  |    |
| Production                                     |         |                               |       |  |    |
| Autres   |         |                               |       |  |    |
| Total production et autres                     |         |                               |       |  |    |
| Total des recettes d'exploitation              |         |                               |       |  |    |
| Dépenses d'exploitation                        |         |                               |       |  |    |
| Émissions                                      |         |                               |       |  |    |
| Services techniques                            |         |                               |       |  |    |
| Ventes et Promotion                            |         |                               |       |  |    |
| Administration et frais généraux               |         |                               |       |  |    |
| Amortissement                                  |         |                               |       |  |    |
| Intérêts versés                                |         |                               |       |  |    |
| Total des dépenses d'exploitation              |         |                               |       |  |    |
| Recettes d'exploitation nettes                 |         |                               |       |  |    |
| Autres redressements--revenus (dépenses)       |         |                               |       |  |    |
| Bénéfice net (perte) avant impôt sur le revenu |         |                               |       |  |    |
| Provision pour impôt sur le revenu             |         |                               |       |  |    |
| Bénéfice net (perte) après impôt sur le revenu |         |                               |       |  |    |
| Rémunération et avantages sociaux              |         |                               |       |  |    |
| Effectifs (moyenne hebdomadaire)               |         |                               |       |  |    |
| Unités déclarantes démontrant un profit        |         |                               |       |  |    |
| Unités déclarantes démontrant une perte        |         |                               |       |  |    |
| Stations de radio                              |         |                               |       |  |    |
| Unités déclarantes                             |         |                               |       |  |    |
| Recettes d'exploitation                        |         |                               |       |  |    |
| Ventes de temps d'antenne:                     |         |                               |       |  |    |
| Ventes de temps d'antenne (local)              |         |                               |       |  |    |
| Ventes de temps d'antenne (national)           |         |                               |       |  |    |
| Ventes de temps d'antenne (réseau)             |         |                               |       |  |    |
| Total des ventes de temps d'antenne            |         |                               |       |  |    |
| Production et autres:                          |         |                               |       |  |    |
| Ventes de droits de diffusion                  |         |                               |       |  |    |
| Production                                     |         |                               |       |  |    |
| Autres   |         |                               |       |  |    |
| Total production et autres                     |         |                               |       |  |    |
| Total des recettes d'exploitation              |         |                               |       |  |    |
| Dépenses d'exploitation                        |         |                               |       |  |    |
| Émissions                                      |         |                               |       |  |    |
| Services techniques                            |         |                               |       |  |    |
| Ventes et Promotion                            |         |                               |       |  |    |
| Administration et frais généraux               |         |                               |       |  |    |
| Amortissement                                  |         |                               |       |  |    |
| Intérêts versés                                |         |                               |       |  |    |
| Total des dépenses d'exploitation              |         |                               |       |  |    |
| Recettes d'exploitation nettes                 |         |                               |       |  |    |
| Autres redressements--revenus (dépenses)       |         |                               |       |  |    |
| Bénéfice net (perte) avant impôt sur le revenu |         |                               |       |  |    |
| Provision pour impôt sur le revenu             |         |                               |       |  |    |
| Bénéfice net (perte) après impôt sur le revenu |         |                               |       |  |    |
| Rémunération et avantages sociaux              |         |                               |       |  |    |
| Effectifs (moyenne hebdomadaire)               |         |                               |       |  |    |
| Unités déclarantes démontrant un profit        |         |                               |       |  |    |
| Unités déclarantes démontrant une perte        |         |                               |       |  |    |

TABLE 7. Operating Revenue, Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by Area, 1995

|     |                                       | Newfoundland and Prince Edward Island | Nova Scotia     | New Brunswick     | Québec      |             |
|-----|---------------------------------------|---------------------------------------|-----------------|-------------------|-------------|-------------|
|     |                                       | Terre-Neuve et île-du-Prince-Édouard  | Nouvelle-Écosse | Nouveau-Brunswick | Québec      | Ontario     |
| No. |                                       | dollars                               |                 |                   |             |             |
|     | AM stations                           |                                       |                 |                   |             |             |
| 1   | Reporting units                       | 17                                    | 16              | 12                | 48          | 73          |
|     | Operating revenue                     |                                       |                 |                   |             |             |
|     | Sale of air time:                     |                                       |                 |                   |             |             |
| 2   | Local time sales                      | 11,464,615                            | 11,186,681      | 9,811,513         | 30,461,445  | 76,947,033  |
| 3   | National time sale                    | 1,314,356                             | 1,412,358       | 1,684,099         | 6,136,849   | 15,474,260  |
| 4   | Network time sales                    | -                                     | -               | -                 | 304,482     | -           |
| 5   | Total air time sales                  | 12,778,971                            | 12,599,039      | 11,495,612        | 36,902,776  | 92,421,293  |
|     | Production and other:                 |                                       |                 |                   |             |             |
| 6   | Syndication                           | -                                     | -               | -                 | -           | 46,439      |
| 7   | Production                            | -                                     | 7,772           | 33,089            | 541,645     | 356,448     |
| 8   | Other                                 | 21,973                                | 13,094          | 282,890           | 414,562     | 2,688,662   |
| 9   | Total production and other            | 21,973                                | 20,866          | 315,979           | 956,207     | 3,091,549   |
| 10  | Total operating revenue               | 12,800,944                            | 12,619,905      | 11,811,591        | 37,858,983  | 95,512,842  |
|     | Operating expenses                    |                                       |                 |                   |             |             |
| 11  | Program                               | 4,710,138                             | 5,188,708       | 3,965,266         | 19,556,976  | 39,288,234  |
| 12  | Technical                             | 655,226                               | 956,084         | 665,998           | 1,932,377   | 5,491,342   |
| 13  | Sales and promotion                   | 2,702,966                             | 3,033,604       | 2,383,076         | 9,543,617   | 30,516,869  |
| 14  | Administration and General            | 4,331,000                             | 4,686,542       | 3,278,756         | 14,888,235  | 32,142,515  |
| 15  | Depreciation                          | 565,864                               | 809,982         | 392,225           | 1,816,208   | 5,353,282   |
| 16  | Interest expense                      | 155,965                               | 539,350         | 439,703           | 1,590,893   | 5,793,801   |
| 17  | Total operating expenses              | 13,121,159                            | 15,214,270      | 11,125,024        | 49,328,306  | 118,586,043 |
| 18  | Net operating income                  | -320,215                              | -2,594,365      | 686,567           | -11,469,323 | -23,073,201 |
| 19  | Other adjustments-income (expense)    | 190,021                               | 118,919         | 31,134            | -320,844    | -1,088,030  |
| 20  | Net income (loss) before income taxes | -130,194                              | -2,475,446      | 717,701           | -11,790,167 | -24,161,231 |
| 21  | Provision for income taxes            | -27,391                               | -632,011        | 364,145           | -3,563,594  | -4,774,676  |
| 22  | Net income (loss) after income taxes  | -102,803                              | -1,843,435      | 353,556           | -8,226,573  | -19,386,555 |
| 23  | Salaries and other staff benefits     | 6,993,806                             | 8,039,825       | 5,780,560         | 23,894,514  | 61,518,721  |
| 24  | Number of employees (weekly average)  | 199                                   | 234             | 183               | 783         | 1,484       |
| 25  | Reporting units showing profits       | 10                                    | 5               | 7                 | 18          | 18          |
| 26  | Reporting units showing losses        | 7                                     | 11              | 5                 | 30          | 55          |
|     | FM stations                           |                                       |                 |                   |             |             |
| 1   | Reporting units                       | 4                                     | 8               | 7                 | 45          | 65          |
|     | Operating revenue                     |                                       |                 |                   |             |             |
|     | Sale of air time:                     |                                       |                 |                   |             |             |
| 2   | Local time sales                      | 4,009,157                             | 9,622,541       | 7,194,249         | 73,386,795  | 130,324,015 |
| 3   | National time sale                    | 508,436                               | 2,720,732       | 1,337,967         | 34,171,782  | 38,558,972  |
| 4   | Network time sales                    | -                                     | -               | -                 | 747,927     | -           |
| 5   | Total air time sales                  | 4,517,593                             | 12,343,273      | 8,532,216         | 108,306,504 | 168,882,987 |
|     | Production and other:                 |                                       |                 |                   |             |             |
| 6   | Syndication                           | -                                     | -               | -                 | 5,755       | -           |
| 7   | Production                            | -                                     | -               | 176,900           | 742,138     | 1,257,621   |
| 8   | Other                                 | -                                     | 4,809           | 102,391           | 1,044,705   | 3,213,981   |
| 9   | Total production and other            | -                                     | 4,809           | 279,291           | 1,792,598   | 4,471,602   |
| 10  | Total operating revenue               | 4,517,593                             | 12,348,082      | 8,811,507         | 110,099,102 | 173,354,589 |
|     | Operating expenses                    |                                       |                 |                   |             |             |
| 11  | Program                               | 1,602,265                             | 3,597,089       | 2,499,893         | 32,005,030  | 44,010,496  |
| 12  | Technical                             | 438,948                               | 538,817         | 384,474           | 2,876,571   | 5,534,938   |
| 13  | Sales and promotion                   | 1,336,142                             | 2,818,721       | 1,977,758         | 25,907,300  | 48,031,268  |
| 14  | Administration and General            | 1,003,785                             | 2,247,873       | 2,269,506         | 24,692,701  | 38,199,364  |
| 15  | Depreciation                          | 248,861                               | 519,783         | 392,375           | 3,044,636   | 5,077,767   |
| 16  | Interest expense                      | 84,246                                | 408,474         | 429,319           | 7,084,413   | 5,792,456   |
| 17  | Total operating expenses              | 4,714,247                             | 10,130,757      | 7,953,325         | 95,610,651  | 146,646,289 |
| 18  | Net operating income                  | -196,654                              | 2,217,325       | 858,182           | 14,488,451  | 26,708,300  |
| 19  | Other adjustments-income (expense)    | -23,170                               | -199,272        | -35,275           | -1,101,827  | -6,167,079  |
| 20  | Net income (loss) before income taxes | -219,824                              | 2,018,053       | 822,907           | 13,386,624  | 20,541,221  |
| 21  | Provision for income taxes            | 76,625                                | 845,266         | 282,690           | 6,611,319   | 5,800,986   |
| 22  | Net income (loss) after income taxes  | -296,449                              | 1,172,787       | 540,217           | 6,775,305   | 14,740,235  |
| 23  | Salaries and other staff benefits     | 2,477,690                             | 4,938,213       | 3,826,977         | 44,566,581  | 72,137,091  |
| 24  | Number of employees (weekly average)  | 54                                    | 132             | 122               | 943         | 1,482       |
| 25  | Reporting units showing profits       | 2                                     | 5               | 4                 | 28          | 38          |
| 26  | Reporting units showing losses        | 2                                     | 3               | 3                 | 17          | 27          |



TABLEAU 7. Recettes, dépenses et effectifs de l'industrie de la radiodiffusion privée, par région, 1995

| Manitoba   | Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total       |  | No |
|------------|--------------|------------|-------------------------------|-------------|--|----|
| dollars    |              |            | C.-B.,<br>T.N.-O.<br>et Yukon |             |  |    |
| 16         | 18           | 39         | 62                            | 301         | Unités déclarantes                             | 1  |
|            |              |            |                               |             | Stations MA                                    |    |
|            |              |            |                               |             | Recettes d'exploitation                        |    |
|            |              |            |                               |             | Ventes de temps d'antenne:                     |    |
| 13,858,513 | 19,179,372   | 33,614,694 | 51,122,659                    | 257,626,525 | Ventes de temps d'antenne (local)              | 2  |
| 3,996,881  | 4,674,456    | 8,957,768  | 13,354,506                    | 57,005,533  | Ventes de temps d'antenne (national)           | 3  |
|            |              |            |                               | 504,482     | Ventes de temps d'antenne (réseau)             | 4  |
| 17,835,394 | 23,853,828   | 42,572,462 | 64,477,165                    | 314,936,540 | Total des ventes de temps d'antenne            | 5  |
|            |              |            |                               | 46,439      | Production et autres:                          |    |
| 284,062    | 117,704      | 1,070,289  | 356,416                       | 2,767,425   | Ventes de droits de diffusion                  | 6  |
| 767,593    | 28,321       | 1,142,953  | 2,735,397                     | 8,095,445   | Production                                     | 7  |
| 1,051,655  | 146,025      | 2,213,242  | 3,091,813                     | 10,909,309  | Autres   | 8  |
|            |              |            |                               |             | Total production et autres                     | 9  |
| 18,887,049 | 23,999,853   | 44,785,704 | 67,568,978                    | 325,845,849 | Total des recettes d'exploitation              | 10 |
|            |              |            |                               |             | Dépenses d'exploitation                        |    |
| 6,859,417  | 6,668,683    | 15,207,198 | 24,018,740                    | 125,463,360 | Émissions                                      | 11 |
| 893,241    | 991,396      | 2,064,941  | 3,691,546                     | 17,342,151  | Services techniques                            | 12 |
| 4,735,543  | 7,016,238    | 13,421,002 | 17,532,754                    | 90,885,669  | Ventes et Promotion                            | 13 |
| 5,919,233  | 6,960,718    | 13,826,097 | 18,730,491                    | 104,763,587 | Administration et frais généraux               | 14 |
| 635,312    | 876,941      | 2,599,594  | 2,847,617                     | 15,897,025  | Amortissement                                  | 15 |
| 650,987    | 1,948,755    | 2,623,583  | 3,191,214                     | 16,934,251  | Intérêts versés                                | 16 |
| 19,693,733 | 24,462,731   | 49,742,415 | 70,012,362                    | 371,286,043 | Total des dépenses d'exploitation              | 17 |
| -806,684   | -462,878     | -4,956,711 | -2,443,384                    | -45,440,194 | Recettes d'exploitation nettes                 | 18 |
| -192,708   | 121,030      | -1,060,779 | -211,063                      | -2,412,320  | Autres redressements-révenus (dépenses)        | 19 |
| -999,392   | -341,848     | -6,017,490 | -2,654,447                    | -47,852,514 | Bénéfice net (perte) avant impôt sur le revenu | 20 |
| -307,994   | 281,781      | -2,031,627 | 1,127,569                     | -9,563,798  | Provision pour impôt sur le revenu             | 21 |
| -691,398   | -623,629     | -3,985,863 | -3,782,016                    | -38,288,716 | Bénéfice net (perte) après impôt sur le revenu | 22 |
| 11,119,300 | 12,311,666   | 25,751,443 | 35,629,474                    | 191,039,309 | Rémunération et avantages sociaux              | 23 |
| 303        | 326          | 615        | 913                           | 5,040       | Effectifs (moyenne hebdomadaire)               | 24 |
| 8          | 12           | 23         | 32                            | 133         | Unités déclarantes démontrant un profit        | 25 |
| 8          | 6            | 16         | 30                            | 168         | Unités déclarantes démontrant une perte        | 26 |
|            |              |            |                               |             | Stations MF                                    |    |
| 6          | 7            | 13         | 21                            | 176         | Unités déclarantes                             | 1  |
|            |              |            |                               |             | Recettes d'exploitation                        |    |
|            |              |            |                               |             | Ventes de temps d'antenne:                     |    |
| 9,634,999  | 7,210,833    | 35,326,549 | 43,568,977                    | 320,278,115 | Ventes de temps d'antenne (local)              | 2  |
| 2,604,257  | 1,465,125    | 13,619,897 | 16,499,132                    | 111,486,300 | Ventes de temps d'antenne (national)           | 3  |
|            |              |            |                               | 747,927     | Ventes de temps d'antenne (réseau)             | 4  |
| 12,239,256 | 8,675,958    | 48,946,446 | 60,068,109                    | 432,512,342 | Total des ventes de temps d'antenne            | 5  |
|            |              |            |                               | 5,755       | Production et autres:                          |    |
|            | 90,167       | 434,575    | 569,974                       | 3,271,375   | Ventes de droits de diffusion                  | 6  |
| 107,566    | 108,567      | 371,505    | 1,390,703                     | 6,344,227   | Production                                     | 7  |
| 107,566    | 198,734      | 806,080    | 1,960,677                     | 9,621,357   | Autres   | 8  |
|            |              |            |                               |             | Total production et autres                     | 9  |
| 12,346,822 | 8,874,692    | 49,752,526 | 62,028,786                    | 442,133,699 | Total des recettes d'exploitation              | 10 |
|            |              |            |                               |             | Dépenses d'exploitation                        |    |
| 4,545,353  | 2,688,880    | 12,616,749 | 15,232,120                    | 118,797,875 | Émissions                                      | 11 |
| 406,035    | 388,816      | 1,449,383  | 1,727,312                     | 13,745,294  | Services techniques                            | 12 |
| 3,662,738  | 2,823,374    | 13,923,548 | 15,280,838                    | 115,761,687 | Ventes et Promotion                            | 13 |
| 2,960,279  | 1,712,462    | 10,123,211 | 13,073,190                    | 96,262,371  | Administration et frais généraux               | 14 |
| 228,872    | 258,335      | 1,153,429  | 1,379,496                     | 12,303,554  | Amortissement                                  | 15 |
| 222,830    | 641,143      | 1,625,054  | 2,737,323                     | 19,025,258  | Intérêts versés                                | 16 |
| 12,006,107 | 8,513,010    | 40,891,374 | 49,430,279                    | 375,896,039 | Total des dépenses d'exploitation              | 17 |
| 340,715    | 361,682      | 8,861,152  | 12,598,507                    | 66,237,660  | Recettes d'exploitation nettes                 | 18 |
| 1,215,607  | 287,031      | -1,525,788 | -751,413                      | -8,301,186  | Autres redressements-révenus (dépenses)        | 19 |
| 1,556,322  | 648,713      | 7,335,364  | 11,847,094                    | 57,936,474  | Bénéfice net (perte) avant impôt sur le revenu | 20 |
| 988,004    | -12,500      | 1,922,577  | 2,967,323                     | 19,482,090  | Provision pour impôt sur le revenu             | 21 |
| 568,318    | 661,213      | 5,412,987  | 8,879,771                     | 38,454,384  | Bénéfice net (perte) après impôt sur le revenu | 22 |
| 6,548,475  | 4,543,165    | 19,467,260 | 24,936,137                    | 183,441,589 | Rémunération et avantages sociaux              | 23 |
| 133        | 122          | 369        | 455                           | 3,812       | Effectifs (moyenne hebdomadaire)               | 24 |
| 3          | 2            | 11         | 19                            | 112         | Unités déclarantes démontrant un profit        | 25 |
| 3          | 5            | 2          | 2                             | 64          | Unités déclarantes démontrant une perte        | 26 |

TABLE 8. Detail of Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by Area, 1995

| No. |  | Newfoundland<br>and Prince<br>Edward Island | Nova<br>Scotia      | New<br>Brunswick      | Quebec      | Ontario     |
|-----|--|---|---------------------|-----------------------|-------------|-------------|
|     |  | Terre-Neuve<br>et Île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec      |             |
|     |  | dollars                                     |                     |                       |             |             |
| 1   | Reporting units                                  | 21  | 24                  | 19                    | 93          | 138         |
|     | Operating expense                                |   |                     |                       |             |             |
|     | Program:   |   |                     |                       |             |             |
| 2   | Talent fees non-staff                            | 286,419                                     | 59,161              | 17,774                | 5,941,875   | 4,150,669   |
| 3   | Tape expenses                                    | 18,632                                      | 16,451              | 8,338                 | 85,122      | 144,558     |
| 4   | Studio sets, props, other materials and supplies | 8,646                                       | 21,428              | 9,562                 | 93,951      | 117,205     |
| 5   | Use of remote or other facilities                | 28,031                                      | 41,634              | 1,430                 | 1,256,747   | 806,865     |
| 6   | News services                                    | 268,185                                     | 423,758             | 292,291               | 1,701,805   | 3,662,434   |
| 7   | Program rights and royalties                     | 45,005                                      | 27,505              | 11,029                | 546,081     | 1,208,720   |
| 8   | Music licence fees                               | 547,823                                     | 790,861             | 629,261               | 4,145,135   | 7,440,341   |
| 9   | Other production costs                           | 172,340                                     | 246,923             | 190,689               | 744,246     | 2,507,707   |
| 10  | Amortization of syndicated, taped programs, etc  | -   | 36,974              | 5,207                 | 31,501      | 280,712     |
| 11  | Other programming costs and distribution         | 247,701                                     | 533,482             | 366,447               | 1,872,345   | 5,386,921   |
| 12  | Network expenses                                 | 346,307                                     | 63,086              | 56,725                | 1,349,002   | 291,991     |
| 13  | Remuneration                                     | 4,343,314                                   | 6,524,534           | 4,876,406             | 33,794,196  | 57,300,607  |
| 14  | Salaries and wages                               | 3,955,631                                   | 5,915,259           | 4,421,664             | 30,273,417  | 51,891,025  |
| 15  | Fringe benefits                                  | 387,683                                     | 609,275             | 454,742               | 3,520,779   | 5,409,582   |
| 16  | Average number of employees                      | 112   | 202                 | 154                   | 970         | 1,582       |
| 17  | Total program origination                        | 6,312,403                                   | 8,785,797           | 6,465,159             | 51,562,006  | 83,298,730  |
|     | Technical:                                       |   |                     |                       |             |             |
| 18  | Transmitter, studio, parts, tapes and supplies   | 420,943                                     | 97,736              | 229,128               | 526,483     | 1,869,241   |
| 19  | Technical consultant services                    | 18,054                                      | 3,796               | 12,058                | 176,338     | 204,012     |
| 20  | Maintenance materials                            | 74,042                                      | 91,859              | 64,724                | 389,966     | 705,547     |
| 21  | Other technical costs                            | 306,017                                     | 437,581             | 287,208               | 1,193,367   | 2,975,697   |
| 22  | Line, microwave or satellite charges             | 292,445                                     | 110,278             | 31,703                | 375,302     | 821,218     |
| 23  | Remuneration                                     | 309,537                                     | 753,651             | 425,651               | 2,147,492   | 4,450,565   |
| 24  | Salaries and wages                               | 283,131                                     | 684,714             | 383,781               | 1,958,873   | 4,011,070   |
| 25  | Fringe benefits                                  | 26,406                                      | 68,937              | 41,870                | 188,619     | 439,495     |
| 26  | Average number of employees                      | 11  | 19                  | 13                    | 70          | 118         |
| 27  | Total technical                                  | 1,094,174                                   | 1,494,901           | 1,050,472             | 4,808,948   | 11,026,280  |
|     | Sales and Promotion:                             |   |                     |                       |             |             |
| 28  | Audience and trade promotion                     | 536,278                                     | 894,175             | 561,977               | 6,956,125   | 19,365,202  |
| 29  | Rating services                                  | 264,456                                     | 208,073             | 204,516               | 1,599,195   | 2,869,199   |
| 30  | Sales commission (non-staff)                     | 245,135                                     | 1,027,820           | 488,529               | 3,963,991   | 5,787,378   |
| 31  | Sales commission paid to staff                   | 1,391,822                                   | 1,716,411           | 1,497,833             | 14,022,160  | 28,789,844  |
| 32  | Other sales and promotion expenses               | 315,334                                     | 383,460             | 238,548               | 1,324,648   | 4,501,582   |
| 33  | Remuneration                                     | 2,677,905                                   | 3,338,797           | 2,867,264             | 21,606,958  | 46,024,776  |
| 34  | Salaries and wages                               | 2,432,909                                   | 3,001,437           | 2,630,003             | 19,537,440  | 42,322,305  |
| 35  | Fringe benefits                                  | 244,996                                     | 337,360             | 237,261               | 2,069,518   | 3,702,471   |
| 36  | Average number of employees                      | 61  | 89                  | 91                    | 427         | 847         |
| 37  | Total sales and promotion                        | 4,039,108                                   | 5,852,325           | 4,360,834             | 35,450,917  | 78,548,137  |
|     | Administration and General:                      |   |                     |                       |             |             |
| 38  | Entertainment and transportation                 | 247,676                                     | 184,163             | 208,527               | 2,227,870   | 2,938,838   |
| 39  | Telephone, facsimile and computer services       | 515,708                                     | 333,168             | 352,798               | 2,768,036   | 3,639,795   |
| 40  | Office supplies and utilities                    | 491,679                                     | 622,972             | 261,354               | 2,647,267   | 4,171,396   |
| 41  | Cost of premises                                 | 584,346                                     | 992,486             | 781,755               | 5,730,799   | 10,209,640  |
| 42  | Real estate and business tax                     | 193,550                                     | 283,823             | 127,067               | 815,128     | 3,073,217   |
| 43  | Professional services                            | 198,758                                     | 146,123             | 123,265               | 995,414     | 2,108,614   |
| 44  | Bad debt expense                                 | 219,741                                     | 307,301             | 187,796               | 2,527,170   | 4,125,311   |
| 45  | CRTC licence fee                                 | 301   | 2,779               | 7,667                 | 1,657,747   | 2,835,365   |
| 46  | Management services (involving operations)       | 226,775                                     | 744,426             | 1,437,153             | 6,040,326   | 2,734,159   |
| 47  | Other administration and general                 | 515,511                                     | 956,118             | 622,664               | 3,258,730   | 8,625,680   |
| 48  | Remuneration                                     | 2,140,740                                   | 2,361,056           | 1,438,216             | 10,912,449  | 25,879,864  |
| 49  | Salaries and wages                               | 1,844,847                                   | 2,118,411           | 1,221,609             | 9,982,548   | 22,998,246  |
| 50  | Fringe benefits                                  | 263,686                                     | 235,701             | 185,549               | 913,743     | 2,736,596   |
| 51  | Directors fees                                   | 32,207                                      | 6,944               | 31,058                | 16,158      | 145,022     |
| 52  | Average number of employees                      | 69  | 56                  | 47                    | 259         | 419         |
| 53  | Total administration and general                 | 5,334,785                                   | 6,934,415           | 5,548,262             | 39,580,936  | 70,341,879  |
| 54  | Total departmental expenses                      | 16,780,470                                  | 23,067,438          | 17,424,727            | 131,402,807 | 243,215,026 |
| 55  | Total remuneration                               | 9,471,496                                   | 12,978,038          | 9,607,537             | 68,461,095  | 133,655,812 |
| 56  | Total number of employees (weekly average)       | 253   | 366                 | 305                   | 1,726       | 2,966       |

TABLEAU 8. Dépenses d'exploitation et effectifs de l'industrie de la radiodiffusion privée, par région, 1995

| Manitoba   | Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon | C.-B.,<br>T.N.-O.<br>et Yukon | Total  |  | No |
|------------|--------------|------------|------------------------------|-------------------------------|--|--|----|
| dollars    |              |            |                              |                               |  |  |    |
| 22         | 25           | 52         | 83                           | 477                           | Unités déclarantes                               |  | 1  |
|            |              |            |                              |                               | Dépenses d'exploitation:                         |  |    |
|            |              |            |                              |                               | Programmation:                                   |  |    |
| 79,086     | 102,739      | 868,462    | 1,400,891                    | 12,907,076                    | Cachets versés aux artistes non-salariés         |  | 2  |
| 16,095     | 10,814       | 57,506     | 150,750                      | 508,266                       | Frais de rubans                                  |  | 4  |
| 87,990     | 19,005       | 39,470     | 255,929                      | 653,186                       | Décor, studio et autres matériaux                |  | 5  |
| 143,217    | 118,228      | 151,097    | 193,492                      | 2,740,761                     | Émissions hors studio et autres installations    |  | 6  |
| 438,100    | 395,361      | 1,022,164  | 1,458,026                    | 9,662,124                     | Services de nouvelles                            |  | 7  |
| 542,222    | 238,281      | 571,806    | 1,034,729                    | 4,225,378                     | Droits et redevances de programmation            |  | 8  |
| 813,019    | 1,019,330    | 2,559,005  | 3,499,549                    | 21,444,324                    | Redevances musicales                             |  | 9  |
| 285,491    | 338,104      | 675,173    | 1,069,462                    | 6,230,135                     | Autres frais de production                       |  | 10 |
| -          | 8,467        | 107,442    | 41,979                       | 512,282                       | Amortissement longs métrages, séries, etc.       |  | 11 |
| 794,429    | 543,987      | 2,282,764  | 3,049,645                    | 15,077,721                    | Autres frais de programmation et d'expédition    |  | 12 |
| 14,844     | 115,351      | 1,126,961  | 257,032                      | 3,621,299                     | Frais de réseau                                  |  | 13 |
| 8,190,277  | 6,447,896    | 18,362,097 | 26,839,376                   | 166,678,703                   | Rémunérations                                    |  | 14 |
| 7,469,087  | 6,048,883    | 16,917,978 | 24,635,314                   | 151,528,258                   | Traitements et salaires                          |  | 15 |
| 721,190    | 399,013      | 1,444,119  | 2,204,062                    | 15,150,445                    | Avantages sociaux                                |  | 16 |
| 227        | 211          | 509        | 721                          | 4,688                         | Effectifs moyens                                 |  | 17 |
| 11,404,770 | 9,357,563    | 27,823,947 | 39,250,860                   | 244,261,235                   | Total de la programmation                        |  |    |
|            |              |            |                              |                               | Services techniques:                             |  |    |
| 165,432    | 105,746      | 558,278    | 1,109,225                    | 4,755,348                     | Pièces émetteurs, studios, rubans et fournitures |  | 18 |
| 199,653    | 115,278      | 85,773     | 183,300                      | 998,262                       | Services de consultants techniques               |  | 19 |
| 182,225    | 93,328       | 242,593    | 685,149                      | 2,529,433                     | Entretien  |  | 20 |
| 108,570    | 491,544      | 625,789    | 1,124,795                    | 7,550,568                     | Autres frais de services                         |  | 21 |
| 92,355     | 124,954      | 391,705    | 534,703                      | 2,774,663                     | Location des voies de liaison, hertziennes, etc. |  | 22 |
| 551,041    | 449,362      | 1,610,186  | 1,781,686                    | 12,479,171                    | Rémunérations                                    |  | 23 |
| 513,351    | 424,257      | 1,475,009  | 1,606,230                    | 11,340,416                    | Traitements et salaires                          |  | 24 |
| 37,690     | 25,105       | 135,177    | 175,456                      | 1,138,755                     | Avantages sociaux                                |  | 25 |
| 20         | 19           | 40         | 51                           | 361                           | Effectifs moyens                                 |  | 26 |
| 1,299,276  | 1,380,212    | 3,514,324  | 5,418,858                    | 31,087,445                    | Total des frais de services techniques           |  |    |
|            |              |            |                              |                               | Ventes et Promotion:                             |  |    |
| 1,398,288  | 1,784,165    | 6,407,901  | 7,235,554                    | 45,139,665                    | Promotion auprès du public et des annonceur      |  | 28 |
| 344,172    | 249,892      | 1,023,649  | 980,984                      | 7,744,136                     | Mesure des cotes d'écoute                        |  | 29 |
| 650,720    | 692,376      | 2,223,195  | 3,113,219                    | 16,957,736                    | Commissions versées au personnel non-salariés    |  | 30 |
| 10,766     | 43,601       | 82,717     | 240,771                      | 1,612,482                     | Commissions versées au personnel                 |  | 31 |
| 658,008    | 481,055      | 1,434,224  | 2,022,986                    | 11,359,845                    | Autres frais de vente et de promotion            |  | 32 |
| 5,336,327  | 6,588,523    | 16,172,864 | 19,220,078                   | 123,833,492                   | Rémunérations                                    |  | 33 |
| 4,868,081  | 6,218,613    | 14,993,414 | 17,690,824                   | 113,695,026                   | Traitements et salaires                          |  | 34 |
| 468,246    | 369,910      | 1,179,450  | 1,529,254                    | 10,138,466                    | Avantages sociaux                                |  | 35 |
| 104        | 142          | 298        | 385                          | 2,444                         | Effectifs moyens                                 |  | 36 |
| 11,404,770 | 9,357,563    | 27,823,947 | 39,250,860                   | 244,261,235                   | Total des frais de ventes et promotion           |  | 37 |
|            |              |            |                              |                               | Administration et frais généraux:                |  |    |
| 422,469    | 395,498      | 1,157,446  | 1,142,857                    | 8,925,344                     | Frais de représentation et transport             |  | 38 |
| 423,680    | 806,610      | 1,371,951  | 1,562,124                    | 11,773,870                    | Téléphone, balingraphe et services informatique  |  | 39 |
| 725,854    | 734,944      | 1,885,193  | 2,072,608                    | 13,613,267                    | Frais d'administration du bureau                 |  | 40 |
| 601,438    | 1,124,335    | 2,795,936  | 2,650,378                    | 25,471,113                    | Frais de locaux                                  |  | 41 |
| 363,613    | 276,099      | 555,271    | 661,464                      | 6,349,232                     | Taxes foncières et commerciales                  |  | 42 |
| 156,358    | 228,599      | 501,981    | 1,536,287                    | 5,995,399                     | Services professionnels                          |  | 43 |
| 312,023    | 228,752      | 1,031,592  | 1,237,180                    | 10,176,866                    | Créances douteuses                               |  | 44 |
| 315,295    | 223,093      | 1,098,726  | 1,284,383                    | 7,425,356                     | Droits de licence du C.R.T.C.                    |  | 45 |
| 404,022    | 707,673      | 1,759,764  | 2,340,332                    | 16,394,630                    | Services de gestion                              |  | 46 |
| 1,544,630  | 578,527      | 2,717,892  | 4,591,597                    | 23,411,349                    | Autres frais d'administration et généraux        |  | 47 |
| 3,590,130  | 3,369,050    | 9,073,556  | 12,724,471                   | 71,489,532                    | Rémunérations                                    |  | 48 |
| 3,237,179  | 2,964,029    | 8,374,070  | 11,385,738                   | 64,126,677                    | Traitements et salaires                          |  | 49 |
| 335,947    | 405,021      | 668,952    | 1,031,187                    | 6,776,382                     | Avantages sociaux                                |  | 50 |
| 17,004     | -            | 30,534     | 307,546                      | 586,473                       | Jetons de présence des administrateurs           |  | 51 |
| 85         | 76           | 137        | 211                          | 1,359                         | Effectifs moyens                                 |  | 52 |
| 8,859,512  | 8,673,180    | 23,949,308 | 31,803,681                   | 201,025,958                   | Total d'administration et frais généraux         |  | 53 |
| 29,961,839 | 29,250,567   | 82,632,129 | 109,286,991                  | 683,021,994                   | Total, dépenses départementales                  |  | 54 |
| 17,667,775 | 16,854,831   | 45,218,703 | 60,565,611                   | 374,480,898                   | Total, rémunérations                             |  | 55 |
| 436        | 448          | 984        | 1,368                        | 8,852                         | Effectifs totaux (moyenne hebdomadaire)          |  | 56 |



TABLE 9. Detail of Expenses and Employees of the Privately Owned Television Broadcasting Industry, by Area,

|   | Atlantic<br>Provinces       | Quebec      | Ontario     | Manitoba   |
|---|-----------------------------|-------------|-------------|------------|
|   | Province de<br>l'Atlantique | Québec      |             |            |
| No.   | dollars                     |             |             |            |
| 1 Reporting units                                 | 9                           | 26          | 28          | 6          |
| Operating expenses:                               |                             |             |             |            |
| Programming Expenses                              |                             |             |             |            |
| Programs Telecast                                 |                             |             |             |            |
| Canadian Programs                                 |                             |             |             |            |
| 2 Station's production (including co-operative)   | 11,854,160                  | 92,531,600  | 133,839,184 | 10,777,724 |
| 3 Programs produced by an affiliated company      | -                           | 608,522     | 10,281,719  | 52         |
| 4 Programs acquired from other stations           | 265,011                     | 497,150     | 1,570,364   | 248,829    |
| 5 Programs of network origination                 | 3,002,004                   | 4,959,176   | 16,237,457  | 1,214,866  |
| 6 Programs acquired from independent producers    | 1,916,469                   | 28,859,369  | 24,195,567  | 1,952,112  |
| 7 Special recognition programs                    | 82,420                      | 244,829     | 331,172     | 18,520     |
| 8 Other Canadian program sources                  | 41,705                      | 1,835,108   | 294,794     | 11,479     |
| 9 Total Canadian Programming Sources              | 17,161,769                  | 129,535,754 | 186,750,257 | 14,223,582 |
| 10 Total Non-Canadian Programming                 | 8,381,794                   | 25,627,676  | 167,028,089 | 10,509,664 |
| 11 Total Programs Telecast                        | 25,543,563                  | 155,163,430 | 353,778,346 | 24,733,246 |
| 12 Other programming expenses                     | 1,709,748                   | 1,723,804   | 6,882,714   | 355,434    |
| 13 Production expenses                            | 3,425,243                   | 10,653,536  | 23,418,828  | 1,421,358  |
| 14 Total programming and production expenses      | 30,678,554                  | 167,540,770 | 384,079,888 | 26,510,038 |
| Amounts included in total above                   |                             |             |             |            |
| 15 Music licence fees                             | 1,042,833                   | 3,548,914   | 11,738,448  | 839,039    |
| 16 Royalties                                      | -                           | 15,538,139  | -           | 2,627,037  |
| 17 News services                                  | 410,105                     | 23,676,340  | 4,733,665   | 447,780    |
| 18 Remuneration                                   | 13,092,045                  | 75,641,489  | 115,380,590 | 8,369,062  |
| 19 Salaries and wages                             | 11,905,137                  | 67,491,018  | 103,667,608 | 7,384,735  |
| 20 Fringe benefits                                | 1,186,908                   | 8,150,471   | 11,712,982  | 984,327    |
| 21 Average number of employees                    | 267                         | 1,308       | 2,084       | 207        |
| Technical:  |                             |             |             |            |
| 22 Transmitter, studio, parts, tapes and supplies | 654,866                     | 2,758,917   | 1,759,114   | 386,649    |
| 23 Technical consultant services                  | 3,802                       | 76,217      | 15,598      | 2,706      |
| 24 Maintenance materials                          | 297,072                     | 1,278,612   | 3,708,999   | 502,523    |
| 25 Other technical costs                          | 1,798,451                   | 221,946     | 6,885,732   | 353,542    |
| 26 Line, microwave or satellite charges           | 3,024,742                   | 4,127,393   | 2,125,354   | 290,237    |
| 27 Remuneration                                   | 5,711,693                   | 7,146,474   | 12,436,267  | 1,391,194  |
| 28 Salaries and wages                             | 5,187,146                   | 6,356,516   | 11,070,293  | 1,243,762  |
| 29 Fringe benefits                                | 524,547                     | 789,958     | 1,365,974   | 147,432    |
| 30 Average number of employees                    | 95                          | 126         | 209         | 36         |
| 31 Total technical                                | 11,490,626                  | 15,609,559  | 26,931,064  | 2,926,851  |
| Sales and Promotion:                              |                             |             |             |            |
| 32 Audience and trade promotion                   | 914,745                     | 7,498,156   | 12,175,668  | 623,581    |
| 33 Rating services                                | 399,259                     | 2,462,088   | 2,507,344   | 273,762    |
| 34 Sales commission (non-staff)                   | 1,266,100                   | 14,087,481  | 30,051,013  | 2,643,619  |
| 35 Sales commission paid to staff                 | 2,111,722                   | 4,293,896   | 9,543,370   | 664,921    |
| 36 Other sales and promotion expenses             | 480,832                     | 846,185     | 5,117,797   | 291,198    |
| 37 Remuneration                                   | 5,055,154                   | 13,287,949  | 20,307,999  | 1,860,759  |
| 38 Salaries and wages                             | 4,665,635                   | 11,701,934  | 18,388,550  | 1,692,547  |
| 39 Fringe benefits                                | 389,519                     | 1,586,015   | 1,919,449   | 168,212    |
| 40 Average number of employees                    | 81                          | 262         | 348         | 50         |
| 41 Total sales and promotion                      | 8,116,090                   | 38,181,859  | 70,159,821  | 5,692,919  |
| Administration and General:                       |                             |             |             |            |
| 42 Entertainment and transportation               | 267,333                     | 2,681,489   | 1,167,718   | 259,679    |
| 43 Telephone, facsimile and computer services     | 592,528                     | 2,942,919   | 3,612,354   | 243,794    |
| 44 Office supplies and utilities                  | 597,825                     | 2,995,312   | 2,487,942   | 453,515    |
| 45 Cost of premises                               | 847,305                     | 9,559,608   | 5,131,510   | 283,846    |
| 46 Real estate and business tax                   | 306,166                     | 5,595,017   | 3,032,786   | 268,687    |
| 47 Professional services                          | 332,776                     | 4,194,542   | 2,810,118   | 453,155    |
| 48 Bad debt expense                               | 200,742                     | 2,503,830   | 3,200,865   | 153,644    |
| 49 CRTC licence fee                               | 808,414                     | 5,112,053   | 10,338,831  | 645,183    |
| 50 Management services (involving operations)     | 804,496                     | 1,628,082   | 3,199,984   | 331,726    |
| 51 Other administration and general               | 352,865                     | 9,876,609   | 4,662,846   | 249,779    |
| 52 Remuneration                                   | 4,340,362                   | 27,640,966  | 27,296,157  | 1,523,294  |
| 53 Salaries and wages                             | 3,900,085                   | 23,243,987  | 24,868,495  | 1,339,970  |
| 54 Fringe benefits                                | 425,277                     | 4,274,817   | 2,378,398   | 147,628    |
| 55 Directors fees                                 | 15,000                      | 122,162     | 49,264      | 35,696     |
| 56 Average number of employees                    | 60                          | 425         | 265         | 28         |
| 57 Total administration and general               | 9,450,812                   | 74,730,427  | 66,941,111  | 4,866,302  |
| 58 Total departmental expenses                    | 59,736,082                  | 296,062,615 | 548,111,884 | 39,996,110 |
| 59 Total remuneration                             | 28,199,254                  | 123,716,878 | 175,421,013 | 13,144,309 |
| 60 Total number of employees (weekly average)     | 23,325,803                  | 2,121       | 2,906       | 321        |

TABLEAU 9. Dépenses d'exploitation et effectifs de l'industrie de la télévision privée, par région, 1995

| Saskatchewan | Alberta     | B.C.,<br>N.W.T.<br>and Yukon | Total         |   | No |
|--------------|-------------|------------------------------|---------------|---|----|
| dollars      |             |                              |               |   |    |
| 10           | 12          | 9                            | 100           | Unités déclarantes  | 1  |
|              |             |                              |               | Dépenses d'exploitation                                   |    |
|              |             |                              |               | Programation:   |    |
|              |             |                              |               | Émissions devant être diffusées                           |    |
|              |             |                              |               | Émissions Canadiennes                                     |    |
| 13,974,785   | 35,267,116  | 35,662,489                   | 333,907,058   | Production station locale (incluant les coproductions)    | 2  |
|              |             |                              |               | Émissions réalisées par une maison affiliée               | 3  |
| 30,200       | 958,240     | 3,119,354                    | 6,689,148     | Émissions acquises d'autres stations                      | 4  |
| 1,821,456    | 6,276,143   | 8,644,354                    | 42,153,454    | Production de réseau                                      | 5  |
| 2,509,194    | 3,811,275   | 7,393,798                    | 70,637,784    | Émissions acquises de producteurs indépendants            | 6  |
| 26,961       | 145,664     | 175,845                      | 1,025,411     | Accréditation spéciale                                    | 7  |
| 16,710       | 865,553     | 196,277                      | 3,261,626     | Autres émissions canadiennes provenant d'une autre source | 8  |
| 18,379,304   | 47,362,615  | 55,334,462                   | 468,747,743   | Total des dépenses pour les émissions canadiennes         | 9  |
| 9,797,357    | 25,864,384  | 33,738,718                   | 280,947,682   | Total des dépenses pour les émissions non-canadiennes     | 10 |
| 28,176,661   | 73,226,999  | 89,073,180                   | 749,695,425   | Total - Diffusion d'émissions                             | 11 |
| 138,986      | 1,828,202   | 673,467                      | 13,312,355    | Autres dépenses de programmation                          | 12 |
| 753,034      | 17,623,705  | 4,902,909                    | 62,198,613    | Dépenses de production                                    | 13 |
| 29,068,681   | 92,678,906  | 94,649,556                   | 825,206,393   | Total des dépenses de programmation et de production      | 14 |
|              |             |                              |               | Sommes incluses au total des dépenses ci-haut             |    |
| 906,674      | 2,485,969   | 3,268,329                    | 23,830,206    | Redevances musicales                                      | 15 |
| -            | 1,005,674   | 558,934                      | 19,729,784    | Redevances (sauf redevances musicales)                    | 16 |
| 475,297      | 1,298,124   | 927,179                      | 31,968,490    | Services de nouvelles                                     | 17 |
| 10,262,105   | 33,546,729  | 33,821,365                   | 290,113,385   | Rémunérations   | 18 |
| 9,132,063    | 30,644,534  | 30,631,076                   | 260,856,171   | Traitements et salaires                                   | 19 |
| 1,130,042    | 2,902,195   | 3,190,289                    | 29,257,214    | Avantages sociaux   | 20 |
| 269          | 692         | 539                          | 5,366         | Effectifs moyens  | 21 |
| 150,688      | 922,997     | 854,553                      | 7,487,784     | Services techniques:                                      |    |
| -            | 11,159      | 64,439                       | 173,921       | Pièces émetteurs, studios, rubans et fournitures          | 22 |
| 1,106,878    | 509,838     | 320,427                      | 7,724,349     | Services de consultants techniques                        | 23 |
| 410,322      | 1,094,451   | 1,909,684                    | 12,674,128    | Entretien   | 24 |
| 95,891       | 358,981     | 170,932                      | 10,193,530    | Autres frais de services                                  | 25 |
| 1,322,095    | 4,403,078   | 4,821,314                    | 37,232,113    | Location des voies de liaison, hertziennes, etc.          | 26 |
| 1,207,650    | 3,997,618   | 4,283,897                    | 33,346,882    | Rémunérations   | 27 |
| 114,443      | 405,460     | 537,417                      | 3,885,231     | Traitements et salaires                                   | 28 |
| 29           | 81          | 91                           | 667           | Avantages sociaux   | 29 |
|              |             |                              |               | Effectifs moyens  | 30 |
| 3,085,872    | 7,300,504   | 8,141,349                    | 75,485,825    | Total des frais de services techniques                    | 31 |
|              |             |                              |               | Ventes et Promotion:                                      |    |
| 662,632      | 3,513,099   | 2,861,538                    | 28,249,419    | Promotion auprès du public et des annonceurs              | 32 |
| 143,252      | 1,010,771   | 908,086                      | 7,704,562     | Mesure des cotes d'écoute                                 | 33 |
| 1,076,414    | 5,598,094   | 4,485,991                    | 53,111,277    | Commissions sur les ventes (personnel non-salarié)        | 34 |
| -            | 136,147     | -                            | 6,233,582     | Commissions versées au personnel                          | 35 |
| 298,342      | 1,088,978   | 1,919,587                    | 10,042,919    | Autres frais de vente et de promotion                     | 36 |
| 4,262,244    | 10,656,669  | 7,428,877                    | 62,859,651    | Rémunérations   | 37 |
| 3,959,299    | 9,716,324   | 6,824,803                    | 56,949,092    | Traitements et salaires                                   | 38 |
| 302,945      | 940,345     | 604,074                      | 5,910,559     | Avantages sociaux   | 39 |
| 94           | 170         | 94                           | 1,099         | Effectifs moyens  | 40 |
| 6,442,884    | 22,003,758  | 17,604,079                   | 168,201,410   | Total des frais de ventes et promotion                    | 41 |
|              |             |                              |               | Administration et frais généraux:                         |    |
| 179,426      | 1,409,672   | 537,390                      | 6,502,707     | Frais de représentation et transport                      | 42 |
| 376,015      | 1,228,974   | 1,177,216                    | 10,173,800    | Téléphone, héliographe et services informatiques          | 43 |
| 567,397      | 1,748,697   | 572,853                      | 9,423,541     | Frais d'administration du bureau                          | 44 |
| 548,502      | 2,201,210   | 1,150,439                    | 19,722,420    | Frais de locaux   | 45 |
| 205,071      | 902,968     | 382,505                      | 10,693,200    | Taxes foncières et commerciales                           | 46 |
| 179,832      | 738,523     | 505,022                      | 9,213,968     | Services professionnels                                   | 47 |
| 88,215       | 341,268     | 357,778                      | 6,846,362     | Créances douteuses  | 48 |
| 500,460      | 2,903,094   | 3,093,321                    | 23,401,356    | Droits de licence du C.R.T.C.                             | 49 |
| 568,391      | 3,740,979   | 1,144,158                    | 11,417,816    | Services de gestion                                       | 50 |
| 351,820      | 4,563,318   | 3,792,084                    | 23,849,321    | Autres frais d'administration et généraux                 | 51 |
| 2,270,376    | 7,823,191   | 7,929,835                    | 78,824,181    | Rémunérations   | 52 |
| 2,019,618    | 6,878,281   | 6,885,151                    | 69,135,587    | Traitements et salaires                                   | 53 |
| 242,758      | 922,378     | 1,044,684                    | 9,435,940     | Avantages sociaux   | 54 |
| 8,000        | 22,532      | -                            | 252,654       | Jetons de présence des administrateurs                    | 55 |
| 33           | 125         | 125                          | 1,061         | Effectifs moyens  | 56 |
| 5,835,505    | 27,601,894  | 20,642,601                   | 210,068,652   | Total d'administration et frais généraux                  | 57 |
| 44,432,942   | 149,585,062 | 141,037,585                  | 1,278,962,280 | Total, dépenses départementales                           | 58 |
| 18,116,818   | 56,429,667  | 54,001,391                   | 469,029,330   | Total, rémunérations                                      | 59 |
| 425          | 1,068       | 849                          | 8,193         | Effectifs totaux (moyenne hebdomadaire)                   | 60 |

TABLE 10A. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Area, 1995  
(Historical Cost)

| No. |                                     | Newfoundland<br>and Prince<br>Edward Island | Nova<br>Scotia      | New<br>Brunswick      | Québec     | Ontario     |
|-----|-------------------------------------|---|---------------------|-----------------------|------------|-------------|
|     |                                     | Terre-Neuve<br>et Île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec     |             |
|     |                                     | dollars                                     |                     |                       |            |             |
| 1   | Land                                | 432,494                                     | 750,495             | 305,230               | 1,765,813  | 15,460,309  |
| 2   | Buildings and land improvements     | 4,057,595                                   | 5,412,510           | 2,100,847             | 7,432,937  | 16,608,885  |
| 3   | Tower and antenna system            | 2,613,156                                   | 1,900,574           | 2,466,714             | 10,470,582 | 15,810,598  |
| 4   | Transmitter equipment               | 3,214,679                                   | 5,481,893           | 3,549,754             | 17,162,016 | 38,284,205  |
| 5   | Mobile equipment                    | 144,656                                     | 114,776             | 119,933               | 41,725     | 239,820     |
| 6   | Automobiles and trucks              | 458,405                                     | 315,449             | 168,526               | 1,004,535  | 2,204,936   |
| 7   | Furniture and fixtures              | 941,266                                     | 2,601,189           | 1,462,658             | 5,778,681  | 13,701,932  |
| 8   | Studio and technical equipment      | 5,009,770                                   | 6,130,025           | 3,721,544             | 19,668,468 | 39,534,336  |
| 9   | Leasehold improvements              | 128,165                                     | 1,061,940           | 351,373               | 5,203,469  | 16,920,501  |
| 10  | Other property, plant and equipment | 211,933                                     | 563,654             | 29,049                | 2,126,579  | 1,957,780   |
| 11  | Computers                           | 705,661                                     | 1,194,072           | 796,165               | 3,282,832  | 10,110,725  |
| 12  | Total property, plant and equipment | 17,917,780                                  | 25,526,577          | 15,071,593            | 73,937,657 | 170,834,027 |

TABLE 10B. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Area, 1995  
(Accumulated Depreciation)

| No. |                                     | Newfoundland<br>and Prince<br>Edward Island | Nova<br>Scotia      | New<br>Brunswick      | Québec     | Ontario    |
|-----|-------------------------------------|---|---------------------|-----------------------|------------|------------|
|     |                                     | Terre-Neuve<br>et Île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec     |            |
|     |                                     | dollars                                     |                     |                       |            |            |
| 1   | Land                                | ---   | ---                 | ---                   | ---        | ---        |
| 2   | Buildings and land improvements     | 1,807,209                                   | 1,716,356           | 863,899               | 2,891,614  | 7,364,315  |
| 3   | Tower and antenna system            | 2,049,628                                   | 995,290             | 1,838,007             | 6,275,863  | 8,469,261  |
| 4   | Transmitter equipment               | 2,351,356                                   | 3,526,962           | 2,621,890             | 10,628,580 | 24,073,469 |
| 5   | Mobile equipment                    | 127,549                                     | 86,014              | 116,598               | 31,314     | 212,592    |
| 6   | Automobiles and trucks              | 283,008                                     | 196,101             | 137,716               | 710,221    | 1,577,840  |
| 7   | Furniture and fixtures              | 653,192                                     | 1,879,649           | 1,018,214             | 4,452,500  | 8,915,877  |
| 8   | Studio and technical equipment      | 3,709,776                                   | 4,474,046           | 2,727,138             | 13,626,233 | 26,700,744 |
| 9   | Leasehold improvements              | 125,254                                     | 662,339             | 256,297               | 2,804,033  | 6,954,452  |
| 10  | Other property, plant and equipment | 165,924                                     | 463,012             | 11,924                | 1,139,245  | 1,060,527  |
| 11  | Computers                           | 524,116                                     | 886,499             | 399,437               | 2,202,751  | 5,589,085  |
| 12  | Total property, plant and equipment | 11,797,012                                  | 14,886,228          | 9,991,120             | 44,762,374 | 90,918,162 |

TABLE 10C. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Area, 1995  
(Net Value)

| No. |                                     | Newfoundland<br>and Prince<br>Edward Island | Nova<br>Scotia      | New<br>Brunswick      | Québec     | Ontario    |
|-----|-------------------------------------|---|---------------------|-----------------------|------------|------------|
|     |                                     | Terre-Neuve<br>et Île-du-<br>Prince-Édouard | Nouvelle-<br>Écosse | Nouveau-<br>Brunswick | Québec     |            |
|     |                                     | dollars                                     |                     |                       |            |            |
| 1   | Land                                | 432,494                                     | 750,495             | 305,230               | 1,765,813  | 15,460,309 |
| 2   | Buildings and land improvements     | 2,250,386                                   | 3,696,174           | 1,236,948             | 4,541,323  | 9,244,570  |
| 3   | Tower and antenna system            | 563,528                                     | 905,284             | 628,707               | 4,194,699  | 7,341,337  |
| 4   | Transmitter equipment               | 863,323                                     | 1,954,951           | 927,864               | 6,533,436  | 14,210,736 |
| 5   | Mobile equipment                    | 17,107                                      | 28,762              | 3,335                 | 10,411     | 27,228     |
| 6   | Automobiles and trucks              | 175,397                                     | 119,348             | 30,610                | 294,314    | 627,096    |
| 7   | Furniture and fixtures              | 288,074                                     | 721,540             | 444,444               | 1,326,181  | 4,786,055  |
| 8   | Studio and technical equipment      | 1,299,994                                   | 1,655,979           | 994,406               | 6,042,255  | 12,833,592 |
| 9   | Leasehold improvements              | 2,911                                       | 399,601             | 95,076                | 2,399,436  | 9,966,049  |
| 10  | Other property, plant and equipment | 46,009                                      | 100,642             | 17,125                | 987,334    | 897,253    |
| 11  | Computers                           | 181,545                                     | 307,573             | 396,728               | 1,080,081  | 4,521,640  |
| 12  | Total property, plant and equipment | 6,120,768                                   | 10,640,349          | 5,080,473             | 29,175,283 | 79,915,865 |



TABLEAU 10A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par région, 1995 (Coût d'origine)

| Manitoba   | Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total       |   | No |
|------------|--------------|------------|-------------------------------|-------------|---|----|
|            |              |            | C.-B.,<br>T.N.-O.<br>et Yukon |             |   |    |
| dollars    |              |            |                               |             |   |    |
| 1,196,938  | 756,673      | 4,922,592  | 8,858,143                     | 34,448,687  | Terrains  | 1  |
| 3,418,475  | 4,406,638    | 8,868,522  | 9,001,075                     | 61,307,484  | Bâtiments et améliorations foncières                  | 2  |
| 716,798    | 2,402,616    | 4,606,485  | 7,021,204                     | 48,008,727  | Tour et antenne                                       | 3  |
| 4,729,977  | 3,554,309    | 11,951,151 | 17,402,165                    | 105,330,149 | Matériel émetteur                                     | 4  |
| 48,106     | 17,314       | 495,840    | 1,082,362                     | 2,304,532   | Matériel de reportage                                 | 5  |
| 136,443    | 283,065      | 1,158,313  | 774,694                       | 6,504,166   | Automobiles et camions                                | 6  |
| 1,575,180  | 1,380,292    | 4,491,541  | 5,621,424                     | 37,554,163  | Meubles et articles d'ameublement                     | 7  |
| 4,854,638  | 4,643,126    | 13,520,532 | 16,489,786                    | 113,572,245 | Matériel technique et de studio                       | 8  |
| 756,912    | 1,518,500    | 4,307,669  | 4,613,398                     | 34,861,927  | Améliorations locatives                               | 9  |
| 187,821    | 13,272       | 441,242    | 3,795,294                     | 9,326,624   | Autres biens-fonds, installations et matériel         | 10 |
| 1,055,640  | 827,088      | 3,441,040  | 4,490,833                     | 25,904,056  | Ordinateurs   | 11 |
| 18,676,928 | 19,802,893   | 58,204,927 | 79,150,378                    | 479,122,760 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLEAU 10B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par région, 1995 (Amortissement cumulé)

| Manitoba   | Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total       |   | No |
|------------|--------------|------------|-------------------------------|-------------|---|----|
|            |              |            | C.-B.,<br>T.N.-O.<br>et Yukon |             |   |    |
| dollars    |              |            |                               |             |   |    |
| ...        | ...          | ...        | ...                           | ...         | Terrains  | 1  |
| 1,871,243  | 1,848,393    | 4,352,458  | 5,023,199                     | 27,738,666  | Bâtiments et améliorations foncières                  | 2  |
| 563,360    | 1,236,791    | 2,824,952  | 4,474,599                     | 28,727,771  | Tour et antenne                                       | 3  |
| 3,409,584  | 2,204,633    | 7,380,630  | 10,419,609                    | 66,616,693  | Matériel émetteur                                     | 4  |
| 32,831     | 10,741       | 251,295    | 963,285                       | 1,832,219   | Matériel de reportage                                 | 5  |
| 102,243    | 166,129      | 662,058    | 557,004                       | 4,392,320   | Automobiles et camions                                | 6  |
| 1,242,715  | 979,128      | 3,157,560  | 4,041,822                     | 26,340,657  | Meubles et articles d'ameublement                     | 7  |
| 4,060,102  | 3,104,188    | 8,285,217  | 10,934,495                    | 77,621,939  | Matériel technique et de studio                       | 8  |
| 437,809    | 1,242,281    | 2,292,740  | 2,811,019                     | 17,586,224  | Améliorations locatives                               | 9  |
| 73,217     | 6,602        | 322,046    | 414,650                       | 3,657,147   | Autres biens-fonds, installations et matériel         | 10 |
| 501,902    | 563,412      | 2,342,782  | 2,681,520                     | 15,691,504  | Ordinateurs   | 11 |
| 12,295,006 | 11,362,298   | 31,871,738 | 42,321,202                    | 270,205,140 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLEAU 10C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par région, 1995 (Après déduction de l'amortissement cumulé)

| Manitoba  | Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total       |   | No |
|-----------|--------------|------------|-------------------------------|-------------|---|----|
|           |              |            | C.-B.,<br>T.N.-O.<br>et Yukon |             |   |    |
| dollars   |              |            |                               |             |   |    |
| 1,196,938 | 756,673      | 4,922,592  | 8,858,143                     | 34,448,687  | Terrains  | 1  |
| 1,547,232 | 2,558,245    | 4,516,064  | 3,977,876                     | 33,568,818  | Bâtiments et améliorations foncières                  | 2  |
| 153,438   | 1,165,825    | 1,781,533  | 2,546,605                     | 19,280,956  | Tour et antenne                                       | 3  |
| 1,320,393 | 1,349,676    | 4,570,521  | 6,982,556                     | 38,713,456  | Matériel émetteur                                     | 4  |
| 15,275    | 6,573        | 244,545    | 119,077                       | 472,313     | Matériel de reportage                                 | 5  |
| 34,200    | 116,936      | 496,255    | 217,690                       | 2,111,866   | Automobiles et camions                                | 6  |
| 332,465   | 401,164      | 1,333,981  | 1,579,602                     | 11,213,506  | Meubles et articles d'ameublement                     | 7  |
| 794,536   | 1,538,938    | 5,235,315  | 5,555,291                     | 35,950,306  | Matériel technique et de studio                       | 8  |
| 319,103   | 276,219      | 2,014,929  | 1,802,379                     | 17,275,703  | Améliorations locatives                               | 9  |
| 114,604   | 6,670        | 119,196    | 3,380,644                     | 5,669,477   | Autres biens-fonds, installations et matériel         | 10 |
| 553,738   | 263,676      | 1,098,258  | 1,809,313                     | 10,212,552  | Ordinateurs   | 11 |
| 6,381,922 | 8,440,595    | 26,333,189 | 36,829,176                    | 208,917,620 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLE 11A. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Area, 1995  
(Historical Cost)

| No.                                    | Atlantic<br>Provinces<br>de<br>l'Atlantique | Québec      | Ontario     | Manitoba   |
|--|---|-------------|-------------|------------|
|  | dollars                                     |             |             |            |
| 1 Land                                 | 1,789,636                                   | 5,614,020   | 14,730,161  | 276,756    |
| 2 Buildings and land improvements      | 6,421,382                                   | 94,466,677  | 38,908,676  | 3,284,798  |
| 3 Tower and antenna system             | 3,108,231                                   | 5,417,095   | 15,059,479  | 5,613,520  |
| 4 Transmitter equipment                | 11,099,919                                  | 19,364,870  | 56,224,832  | 4,723,831  |
| 5 Mobile equipment                     | 1,357,480                                   | 6,359,356   | 9,237,756   | 960,063    |
| 6 Automobiles and trucks               | 1,126,045                                   | 2,996,437   | 4,662,273   | 111,643    |
| 7 Furniture and fixtures               | 2,197,540                                   | 10,105,877  | 20,144,257  | 1,002,837  |
| 8 Studio and technical equipment       | 24,585,092                                  | 130,070,979 | 168,835,528 | 19,974,254 |
| 9 Leasehold improvements               | 1,522,891                                   | 2,718,619   | 14,413,505  | 626,095    |
| 10 Other property, plant and equipment | 257,590                                     | 4,196,745   | 3,335,904   | 754,534    |
| 11 Computers                           | 2,463,315                                   | 18,290,169  | 22,449,846  | 757,380    |
| 12 Total property, plant and equipment | 55,729,121                                  | 299,600,844 | 368,002,217 | 38,085,711 |

TABLE 11B. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Area, 1995  
(Accumulated Depreciation)

| No.                                    | Atlantic<br>Provinces<br>de<br>l'Atlantique | Québec      | Ontario     | Manitoba   |
|--|---|-------------|-------------|------------|
|  | dollars                                     |             |             |            |
| 1 Land                                 | ---   | ---         | ---         | ---        |
| 2 Buildings and land improvements      | 3,311,724                                   | 35,259,132  | 18,361,529  | 2,309,533  |
| 3 Tower and antenna system             | 2,824,727                                   | 4,210,843   | 7,689,737   | 4,408,553  |
| 4 Transmitter equipment                | 6,634,871                                   | 15,945,667  | 29,629,124  | 4,101,603  |
| 5 Mobile equipment                     | 1,074,404                                   | 5,011,757   | 7,912,814   | 783,856    |
| 6 Automobiles and trucks               | 669,286                                     | 1,654,853   | 2,509,648   | 80,964     |
| 7 Furniture and fixtures               | 1,359,636                                   | 8,471,444   | 13,543,813  | 801,865    |
| 8 Studio and technical equipment       | 14,849,507                                  | 96,735,276  | 125,474,171 | 15,510,411 |
| 9 Leasehold improvements               | 403,555                                     | 1,309,837   | 9,986,982   | 314,867    |
| 10 Other property, plant and equipment | 146,269                                     | 1,906,448   | 2,003,034   | 575,364    |
| 11 Computers                           | 1,590,500                                   | 13,465,298  | 15,039,985  | 356,886    |
| 12 Total property, plant and equipment | 32,864,479                                  | 183,970,555 | 232,150,837 | 29,243,902 |

TABLE 11C. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Area, 1995  
(Net Value)

| No.                                    | Atlantic<br>Provinces<br>de<br>l'Atlantique | Québec      | Ontario     | Manitoba  |
|--|---|-------------|-------------|-----------|
|  | dollars                                     |             |             |           |
| 1 Land                                 | 1,789,636                                   | 5,614,020   | 14,730,161  | 276,756   |
| 2 Buildings and land improvements      | 3,109,658                                   | 59,207,545  | 20,547,147  | 975,265   |
| 3 Tower and antenna system             | 283,504                                     | 1,206,252   | 7,369,742   | 1,204,967 |
| 4 Transmitter equipment                | 4,465,048                                   | 3,419,203   | 26,595,708  | 622,228   |
| 5 Mobile equipment                     | 283,076                                     | 1,347,599   | 1,324,942   | 176,207   |
| 6 Automobiles and trucks               | 456,759                                     | 1,341,584   | 2,152,625   | 30,679    |
| 7 Furniture and fixtures               | 837,904                                     | 1,634,433   | 6,600,444   | 200,972   |
| 8 Studio and technical equipment       | 9,735,585                                   | 33,335,703  | 43,361,357  | 4,463,843 |
| 9 Leasehold improvements               | 919,336                                     | 1,408,782   | 4,426,523   | 311,228   |
| 10 Other property, plant and equipment | 111,321                                     | 2,290,297   | 1,332,870   | 179,170   |
| 11 Computers                           | 872,815                                     | 4,824,871   | 7,409,861   | 400,494   |
| 12 Total property, plant and equipment | 22,864,642                                  | 115,630,289 | 135,851,380 | 8,841,809 |

TABLEAU 11A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par région, 1995 (Coût d'origine)

| Saskatchewan | Alberta     | B.C.,<br>N.W.T.<br>and Yukon  | Total         |   | No |
|--------------|-------------|-------------------------------|---------------|---|----|
| dollars      |             | C.-B.,<br>T.N.-O.<br>et Yukon |               |   |    |
| 730,400      | 4,520,896   | 1,898,320                     | 29,560,189    | Terrains  | 1  |
| 3,107,029    | 39,140,759  | 12,666,027                    | 197,995,348   | Bâtiments et améliorations foncières                  | 2  |
| 4,866,156    | 3,429,474   | 4,842,204                     | 42,336,159    | Tour et antenne                                       | 3  |
| 9,826,312    | 9,512,195   | 9,075,200                     | 119,827,159   | Matériel émetteur                                     | 4  |
| 436,466      | 5,797,037   | 4,690,404                     | 28,838,562    | Matériel de reportage                                 | 5  |
| 723,641      | 1,720,267   | 493,452                       | 11,833,758    | Automobiles et camions                                | 6  |
| 1,716,887    | 4,732,963   | 4,577,928                     | 44,478,289    | Meubles et articles d'ameublement                     | 7  |
| 21,909,402   | 56,975,834  | 49,595,926                    | 471,947,015   | Matériel technique et de studio                       | 8  |
| 559,181      | 2,427,603   | 3,362,305                     | 25,430,199    | Améliorations locatives                               | 9  |
| 143,205      | 4,039,207   | 2,424,908                     | 15,152,093    | Autres biens-fonds, installations et matériel         | 10 |
| 2,153,773    | 4,050,101   | 6,115,649                     | 56,280,233    | Ordinateurs   | 11 |
| 46,172,452   | 136,346,336 | 99,742,323                    | 1,043,679,004 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLEAU 11B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par région, 1995 (Amortissement cumulé)

| Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total       |   | No |
|--------------|------------|-------------------------------|-------------|---|----|
| dollars      |            | C.-B.,<br>T.N.-O.<br>et Yukon |             |   |    |
| ...          | ...        | ...                           | ...         | Terrains  | 1  |
| 808,629      | 10,926,059 | 4,726,955                     | 75,703,561  | Bâtiments et améliorations foncières                  | 2  |
| 3,149,712    | 2,403,146  | 4,075,790                     | 28,762,508  | Tour et antenne                                       | 3  |
| 6,248,942    | 5,271,151  | 6,588,282                     | 74,419,640  | Matériel émetteur                                     | 4  |
| 406,739      | 4,959,703  | 2,728,884                     | 22,878,157  | Matériel de reportage                                 | 5  |
| 312,463      | 923,726    | 406,998                       | 6,557,938   | Automobiles et camions                                | 6  |
| 1,020,413    | 2,737,746  | 3,615,949                     | 31,550,866  | Meubles et articles d'ameublement                     | 7  |
| 16,479,093   | 38,953,290 | 36,970,617                    | 344,972,365 | Matériel technique et de studio                       | 8  |
| 182,066      | 1,041,149  | 1,528,684                     | 14,767,140  | Améliorations locatives                               | 9  |
| 138,035      | 2,526,564  | 781,596                       | 8,077,310   | Autres biens-fonds, installations et matériel         | 10 |
| 1,279,253    | 2,360,692  | 3,953,596                     | 38,046,210  | Ordinateurs   | 11 |
| 30,025,345   | 72,103,226 | 65,377,351                    | 645,735,695 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLEAU 11C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par région, 1995 (Après déduction de l'amortissement cumulé)

| Saskatchewan | Alberta    | B.C.,<br>N.W.T.<br>and Yukon  | Total       |   | No |
|--------------|------------|-------------------------------|-------------|---|----|
| dollars      |            | C.-B.,<br>T.N.-O.<br>et Yukon |             |   |    |
| 730,400      | 4,520,896  | 1,898,320                     | 29,560,189  | Terrains  | 1  |
| 2,298,400    | 28,214,700 | 7,939,072                     | 122,291,787 | Bâtiments et améliorations foncières                  | 2  |
| 1,716,444    | 1,026,328  | 766,414                       | 13,573,651  | Tour et antenne                                       | 3  |
| 3,577,370    | 4,261,044  | 2,486,918                     | 45,407,519  | Matériel émetteur                                     | 4  |
| 29,727       | 837,334    | 1,961,520                     | 5,960,405   | Matériel de reportage                                 | 5  |
| 411,178      | 796,541    | 86,454                        | 5,275,820   | Automobiles et camions                                | 6  |
| 696,474      | 1,995,217  | 961,979                       | 12,927,423  | Meubles et articles d'ameublement                     | 7  |
| 5,430,309    | 18,022,544 | 12,625,309                    | 126,974,650 | Matériel technique et de studio                       | 8  |
| 377,115      | 1,386,454  | 1,833,621                     | 10,663,059  | Améliorations locatives                               | 9  |
| 5,170        | 1,512,643  | 1,643,312                     | 7,074,783   | Autres biens-fonds, installations et matériel         | 10 |
| 874,520      | 1,689,409  | 2,162,053                     | 18,234,023  | Ordinateurs   | 11 |
| 16,147,107   | 64,243,110 | 34,364,972                    | 397,943,309 | Total, terrains, bâtiments, installations et matériel | 12 |



TABLE 12. Balance Sheet Data of the Privately Owned Radio and Television Broadcasting Industry, by Total Assets Grouping, 1995

|   | Group 1       | Group 2     | Group 3    | Group 4     | Group 5    | Group 6    |
|---|---------------|-------------|------------|-------------|------------|------------|
|   | Groupe 1      | Groupe 2    | Groupe 3   | Groupe 4    | Groupe 5   | Groupe 6   |
| No.   | dollars       |             |            |             |            |            |
| 1 Business organizations                                  | 21            | 21          | 21         | 21          | 21         | 21         |
| Assets  |               |             |            |             |            |            |
| Current:  |               |             |            |             |            |            |
| 2 Cash  | 59,739,849    | 14,513,777  | 5,321,556  | 1,768,738   | 4,361,434  | 1,966,372  |
| 3 Securities  | -             | 3,136,000   | 1,322,603  | 99,671      | 750,325    | 557,990    |
| 4 Receivables (net)                                       | 295,541,181   | 69,622,444  | 20,325,875 | 11,913,781  | 7,603,809  | 6,868,975  |
| 5 Inventories   | 24,493,873    | 8,234,499   | 212,584    | 12,450      | 27,302     | 21,224     |
| 6 Prepaid program rights                                  | 161,739,768   | 105,000     | 306,130    | -           | 41,159     | 38,800     |
| 7 Other prepaid expenses                                  | 42,485,611    | 4,256,973   | 1,402,277  | 732,279     | 274,032    | 287,492    |
| 8 Associated companies                                    | 10,095,675    | -37,029,854 | 1,992,326  | 33,657      | -          | 831,499    |
| 9 Other   | 9,733,282     | 17,572,106  | 4,052,279  | 264,559     | 656,376    | 11,894     |
| 10 Total current assets                                   | 603,829,239   | 80,410,945  | 34,935,630 | 14,825,135  | 13,714,437 | 10,584,246 |
| Investments and advances:                                 |               |             |            |             |            |            |
| 11 Associated companies (non-current)                     | 753,612,050   | 16,276,732  | 14,866,161 | 2,825,081   | 2,009,223  | 1,905,176  |
| 12 Equity investment in program development               | 505,685       | -           | 467,697    | 30,000      | -          | -          |
| 13 Other  | 24,568,987    | 21,787,321  | 343,948    | 1,759,805   | 82,468     | 163,277    |
| 14 Total investments and advances                         | 778,686,722   | 38,064,053  | 15,677,806 | 4,614,886   | 2,091,691  | 2,068,453  |
| Fixed assets (owned and leased):                          |               |             |            |             |            |            |
| 15 Land, property and equipment                           | 1,128,509,930 | 177,774,693 | 76,497,797 | 48,698,661  | 24,979,614 | 24,000,240 |
| 16 Less: Accumulated depreciation                         | 673,696,669   | 101,896,791 | 50,790,055 | 29,278,790  | 15,857,116 | 17,144,194 |
| 17 Net fixed assets, broadcasting                         | 454,813,261   | 75,877,902  | 25,707,742 | 19,419,871  | 9,122,498  | 6,856,046  |
| 18 Net fixed assets, non-broadcasting                     | 54,015,516    | 2,653,969   | 3,428,702  | 668,653     | 244,129    | -          |
| 19 Intangible assets                                      | 430,528,726   | 64,969,032  | 6,974,804  | 8,513,204   | 2,986,843  | 1,089,245  |
| Other assets:   |               |             |            |             |            |            |
| 20 Non-current portion of film and program rights         | 392,340,647   | 36,282,533  | 9,435      | 214,035     | -          | -          |
| 21 Other  | 159,789,763   | 30,441,896  | 12,031,710 | 7,796,435   | 2,178,039  | 1,035,717  |
| 22 Total fixed and other assets                           | 1,491,487,913 | 210,225,332 | 48,152,393 | 36,612,198  | 14,531,509 | 8,981,008  |
| 23 Total assets   | 2,874,003,874 | 328,700,330 | 98,765,829 | 56,052,219  | 30,337,637 | 21,633,707 |
| Liabilities   |               |             |            |             |            |            |
| Current:  |               |             |            |             |            |            |
| 24 Bank loans and overdrafts                              | 27,502,699    | 8,272,907   | 7,095,176  | 2,004,879   | 1,924,122  | 4,727,727  |
| 25 Other loans  | -             | 10,465,013  | 660,000    | 83,670      | 1,810      | 40,000     |
| 26 Accounts payable and accrued                           | 257,796,577   | 41,424,930  | 9,403,706  | 6,246,374   | 4,036,232  | 3,979,491  |
| 27 Income tax payable                                     | 19,531,936    | 10,008,589  | 341,719    | 428,082     | 440,890    | 238,003    |
| 28 Dividends payable                                      | 700,673       | -           | 222        | 1,900,038   | -          | 123,200    |
| 29 Film and program contracts payable                     | 95,899,603    | 8,641,588   | 319,940    | -           | -          | -          |
| 30 Unearned income  | 912,683       | 156,518     | 213,655    | 238,899     | 113,377    | 79,083     |
| 31 Current portion long-term debt                         | 28,017,198    | 6,862,666   | 7,058,346  | 1,432,947   | 566,142    | 773,704    |
| 32 Associated companies                                   | 470,220,912   | 2,230,648   | 2,431,779  | 1,292,204   | 250,516    | 533,154    |
| 33 Other  | 2,509,002     | 1,622,753   | 3,389,925  | 311,172     | 1,027,993  | 61,555     |
| 34 Total current liabilities                              | 902,891,283   | 89,685,612  | 30,914,468 | 13,938,265  | 8,361,082  | 10,555,917 |
| Non-current liabilities:                                  |               |             |            |             |            |            |
| Long-term debt:   |               |             |            |             |            |            |
| 35 Notes, mortgages and bonds                             | 267,915,050   | 72,746,118  | 25,918,897 | 16,258,094  | 5,876,569  | 6,869,706  |
| 36 Obligations under capital leases                       | 2,200,595     | 140,805     | 39,546     | 2,295,129   | -          | 871,891    |
| 37 Debentures   | 174,420,382   | 14,117,000  | 5,552,578  | 2,020,238   | -          | 257,000    |
| 38 Less: Current portion                                  | 28,017,198    | 6,862,666   | 7,058,346  | 1,432,947   | 566,142    | 773,704    |
| 39 Total long-term debt                                   | 416,518,829   | 80,141,257  | 24,452,675 | 19,140,514  | 5,310,427  | 7,224,893  |
| 40 Deferred income taxes                                  | 62,233,913    | 9,307,265   | 1,001,829  | 238,860     | 54,765     | 33,666     |
| 41 Associated companies                                   | 414,336,625   | 33,038,006  | 2,834,837  | 14,111,039  | 5,244,615  | 5,253,149  |
| 42 Film and program rights/contracts                      | 149,766,938   | 8,641,588   | 319,940    | -           | -          | -          |
| 43 Less: Current portion                                  | 95,899,603    | 8,641,588   | 319,940    | -           | -          | -          |
| 44 Other liabilities                                      | 64,596,011    | 19,017,393  | 1,538,449  | 4,934,773   | 2,120,239  | 69,400     |
| 45 Total non-current liabilities                          | 1,011,552,713 | 141,503,921 | 29,827,790 | 38,425,186  | 12,730,046 | 12,581,106 |
| 46 Total liabilities                                      | 1,914,443,996 | 231,189,533 | 60,742,258 | 52,363,451  | 21,091,128 | 23,137,023 |
| Shareholders' equity:                                     |               |             |            |             |            |            |
| Share capital issued:                                     |               |             |            |             |            |            |
| 47 Preferred  | 216,860,444   | 23,149,543  | 3,352,865  | 27,803,994  | 3,132,473  | 870,021    |
| 48 Common   | 466,974,560   | 82,127,227  | 2,290,118  | 3,317,303   | 3,231,143  | 1,852,777  |
| 49 Retained earnings (accumulated deficit) at end of year | 225,002,001   | -12,070,844 | 30,979,941 | -31,133,420 | 1,838,548  | -4,840,630 |
| 50 Other surplus  | 50,722,873    | 4,304,871   | 1,400,647  | 3,905,876   | 1,044,345  | 614,516    |
| 51 Total shareholders' equity                             | 959,559,878   | 97,510,797  | 38,023,571 | 3,893,753   | 9,246,509  | -1,503,316 |
| 52 Total liabilities and equity                           | 2,874,003,874 | 328,700,330 | 98,765,829 | 56,257,204  | 30,337,637 | 21,633,707 |

TABLEAU 12. Bilan de l'industrie de la radiodiffusion et de la télévision privée, par groupe d'actifs totaux, 1995

| Group 7    | Group 8    | Group 9   | Group 10   | Total  |   | No |
|------------|------------|-----------|------------|--|---|----|
| Groupe 7   | Groupe 8   | Groupe 9  | Groupe 10  |  |   |    |
| dollars    |            |           |            |  |   |    |
| 21         | 21         | 21        | 20         | 209 Entreprises                                |   | 1  |
|            |            |           |            | Actif  |   |    |
|            |            |           |            | Disponibilités:                                |   |    |
| 827,315    | 529,529    | 315,335   | 167,182    | 89,511,087                                     | Encaisse  | 2  |
| -          | -          | 1,536     | -          | 5,867,925                                      | Valeurs mobilières  | 3  |
| 4,172,320  | 3,618,196  | 1,763,230 | 1,360,131  | 422,789,942                                    | Débiteurs (nets)  | 4  |
| 11,615     | -          | 14,997    | -          | 33,028,544                                     | Stocks  | 5  |
| 3,460      | -          | 25        | -          | 162,234,322                                    | Droits de programmation payés d'avance                        | 6  |
| 204,154    | 171,308    | 93,664    | 38,674     | 49,946,284                                     | Autres frais payés d'avance                                   | 7  |
| -          | 45,400     | 5,000     | 2,777      | -24,023,520                                    | Sociétés affiliées  | 8  |
| 129,902    | 81,379     | 53,178    | 13,221     | 32,568,176                                     | Autres  | 9  |
| 5,348,746  | 4,445,812  | 2,246,585 | 1,581,985  | 771,922,760                                    | Total des disponibilités                                      | 10 |
|            |            |           |            | Placements et avances:                         |   |    |
| 494,274    | 450,053    | 470,060   | 8,510      | 792,917,320                                    | Sociétés affiliées (non-exigible)                             | 11 |
| -          | -          | 121,000   | -          | 1,124,382                                      | Capitaux investis au développement de la programmation        | 12 |
| 75,412     | 2,525      | 100,000   | 27,259     | 48,911,002                                     | Autres  | 13 |
| 569,686    | 452,578    | 691,060   | 35,769     | 842,952,704                                    | Total des placements et avances                               | 14 |
|            |            |           |            | Immobilisation, système de radiodiffusion      |   |    |
| 18,192,496 | 14,385,984 | 9,381,476 | 4,070,093  | 1,526,490,984                                  | Terrains, installations et matériel                           | 15 |
| 10,337,909 | 10,013,287 | 6,235,871 | 2,722,322  | 917,973,004                                    | Moins: Amortissement cumulé                                   | 16 |
| 7,854,567  | 4,372,697  | 3,145,605 | 1,347,771  | 608,517,980                                    | Immobilisation nettes: radiodiffusion                         | 17 |
| 239,567    | -          | 85,306    | -          | 61,335,842                                     | Immobilisation nettes: autres que radiodiffusion              | 18 |
| 46,741     | 350,301    | 3,417     | 36,688     | 515,499,001                                    | Immobilisations incorporelles                                 | 19 |
| -          | -          | -         | 3,002      | 428,849,652                                    | Autres éléments d'actif:                                      |    |
| 221,393    | 69,241     | 202,796   | 103,728    | 213,870,718                                    | Partie non exigible des droits sur les films et les émissions | 20 |
| 8,362,288  | 4,792,239  | 3,437,124 | 1,491,189  | 1,828,073,193                                  | Autres  | 21 |
| 14,280,720 | 9,690,629  | 6,374,769 | 3,108,943  | 3,442,948,657                                  | Total, immobilisations et autres éléments d'actif             | 22 |
|            |            |           |            | Total de l'actif                               |   | 23 |
|            |            |           |            | Passif   |   |    |
|            |            |           |            | Exigibilités:                                  |   |    |
| 1,239,464  | 2,141,970  | 415,510   | 409,254    | 55,733,708                                     | Emprunts et découverts bancaires                              | 24 |
| 144,582    | 35,800     | 39,827    | -          | 11,470,702                                     | Autres emprunts   | 25 |
| 2,636,855  | 1,614,190  | 787,948   | 918,991    | 328,845,294                                    | Créditeurs et éléments courus                                 | 26 |
| 91,011     | 174,748    | 10,863    | 20,989     | 31,286,830                                     | Impôts sur le revenu à payer                                  | 27 |
| -          | -          | 6,200     | -          | 2,730,333                                      | Dividendes à verser   | 28 |
| 12,034     | -          | -         | -          | 104,873,165                                    | Contrats de films et d'émissions à payer                      | 29 |
| 355,880    | -          | 58,137    | -          | 2,128,232                                      | Revenu non gagné  | 30 |
| 844,456    | 286,294    | 375,736   | 390,632    | 46,608,121                                     | Partie exigible de la dette à long terme                      | 31 |
| 33,657     | 125,801    | 6,203     | 356,858    | 477,481,732                                    | Sociétés affiliées  | 32 |
| 66,138     | 140,087    | 54,134    | -          | 8,982,759                                      | Autres  | 33 |
| 5,424,077  | 4,518,890  | 1,754,558 | 2,096,724  | 1,070,140,876                                  | Total des exigibilités  | 34 |
|            |            |           |            | Passif non exigible:                           |   |    |
| 6,790,712  | 2,022,817  | 1,745,076 | 1,030,834  | 407,173,873                                    | Dette à long terme:   |    |
| 84,873     | 3,621      | 35,324    | -          | 5,671,784                                      | Billets, hypothèques et obligations                           | 35 |
| 1,010,270  | -          | 15,000    | 197,995    | 197,590,463                                    | Contrats de location-acquisition                              | 36 |
| 844,456    | 286,294    | 375,736   | 390,632    | 46,608,121                                     | Obligations non garanties                                     | 37 |
| 7,041,399  | 1,740,144  | 1,419,664 | 858,197    | 563,827,999                                    | Moins: La partie exigible                                     | 38 |
| 143,162    | 6,456      | 46,512    | -          | 73,066,226                                     | Total de la dette à long terme                                | 39 |
| 108,191    | 1,606,364  | 629,147   | 437,820    | 477,599,793                                    | Impôts sur le revenu différés                                 | 40 |
| 12,034     | -          | -         | -          | 158,740,500                                    | Sociétés affiliées  | 41 |
| 12,034     | -          | -         | -          | 104,873,165                                    | Droits et contrats de films et d'émission                     | 42 |
| 9,474,797  | 2,521,186  | 734,043   | 1,638,901  | 99,352,192                                     | Moins: La partie exigible                                     | 43 |
| 2,181,549  | 5,874,150  | 2,829,166 | 2,914,918  | 1,267,713,545                                  | Autres éléments du passif                                     | 44 |
| 14,898,626 | 10,393,040 | 4,583,724 | 5,011,642  | 2,337,854,421                                  | Total du passif non exigible                                  | 45 |
|            |            |           |            | Total du passif                                |   | 46 |
|            |            |           |            | Avoir des actionnaires:                        |   |    |
| 1,190,660  | 1,728,587  | 608,100   | 496,925    | 279,193,612                                    | Capital-actions émis:   |    |
| 1,374,018  | 1,599,853  | 641,223   | 427,092    | 563,835,314                                    | Actions privilégiées  | 47 |
| -3,182,584 | -3,570,477 | 323,063   | -2,876,576 | 200,469,022                                    | Actions ordinaires  | 48 |
| -          | -          | 218,659   | 49,860     | 61,801,273                                     | Bénéfices non répartis (déficit cumulé) à la fin de l'année   | 49 |
| -617,906   | -702,411   | 1,791,045 | -1,902,699 | 1,105,299,221                                  | Autres excédents  | 50 |
| 14,280,720 | 9,690,629  | 6,374,769 | 3,108,943  | 3,443,153,642                                  | Total de l'avoir des actionnaires                             | 51 |
|            |            |           |            | Total du passif et de l'avoir des actionnaires |   | 52 |

TABLE 13. Statement of Retained Earnings for the Privately Owned Radio and Television Broadcasting Industry, by Total Assets Grouping, 1995

| No.                                 | Group 1     | Group 2     | Group 3    | Group 4     | Group 5   | Group 6    |
|-------------------------------------|-------------|-------------|------------|-------------|-----------|------------|
|                                     | Groupe 1    | Groupe 2    | Groupe 3   | Groupe 4    | Groupe 5  | Groupe 6   |
|                                     | dollars     |             |            |             |           |            |
| 1 Business organizations            | 21          | 21          | 21         | 21          | 21        | 21         |
| 2 Balance at beginning of year      | 210,484,112 | -55,333,901 | 28,226,979 | -27,908,731 | 3,285,000 | -6,089,615 |
| 3 Adjustment of prior years' income | -21,305,726 | 28,186,752  | -74,916    | 672,542     | -41,416   | 71,109     |
| 4 Balance after adjustments         | 189,178,386 | -27,147,149 | 28,152,063 | -27,236,189 | 3,243,584 | -6,018,506 |
| 5 Net income (loss) for the year    | 46,853,049  | 20,137,240  | 1,004,331  | -791,847    | 24,316    | 406,403    |
| 6 Other additions                   | -           | 5,405       | 3,601,933  | 2,725,738   | 73,056    | 1,411,430  |
| 7 Unappropriated retained earnings  | 236,031,435 | -7,004,504  | 32,758,327 | -25,302,298 | 3,340,956 | -4,200,673 |
| Less:                               |             |             |            |             |           |            |
| 8 Dividends - preferred             | 1,911,536   | -           | 291,391    | 13,300      | 73,709    | 12,800     |
| 9 Dividends - common                | 6,484,898   | 4,857,345   | 1,353,686  | 3,356,380   | 1,745,373 | 183,622    |
| 10 Other deductions                 | 2,633,000   | 208,995     | 133,309    | 2,461,442   | -316,674  | 443,535    |
| 11 Balance at end of year           | 225,002,001 | -12,070,844 | 30,979,941 | -31,133,420 | 1,838,548 | -4,840,630 |

TABLE 14. Statement of Changes in Cash Position for the Privately Owned Radio and Television Broadcasting Industry, by Total Assets Grouping, 1995

| No.  | Group 1      | Group 2     | Group 3    | Group 4    | Group 5    | Group 6    |
|--|--------------|-------------|------------|------------|------------|------------|
|  | Groupe 1     | Groupe 2    | Groupe 3   | Groupe 4   | Groupe 5   | Groupe 6   |
|  | dollars      |             |            |            |            |            |
| 1 Business organizations   | 21           | 21          | 21         | 21         | 21         | 21         |
| Cash provided by (used in):                                      |              |             |            |            |            |            |
| Operating Activities   |              |             |            |            |            |            |
| 2 Net income (loss) from broadcasting operations after taxes     | 36,190,882   | 8,770,535   | -1,435,426 | -827,795   | -1,275,505 | 322,137    |
| 3 Net income (loss) from non-broadcasting operations after taxes | 10,662,167   | 11,366,705  | 2,439,757  | 35,948     | 1,299,821  | 84,266     |
| 4 Depreciation and amortization (recorded)                       | 112,886,879  | 18,421,584  | 4,877,726  | 3,083,376  | 1,996,816  | 991,187    |
| 5 Deferred income taxes  | 6,802,350    | -1,028,774  | 142,822    | -273,675   | 365,636    | -1,800     |
| 6 Loss (gain) on the disposal of fixed assets                    | -1,045,529   | -3,596,455  | 125,116    | -453,428   | 160,483    | 49,454     |
| 7 Loss (gain) on the disposal of investments                     | 92,000       | -15,140,596 | -1,350     | -73,958    | -1,063,577 | -463       |
| 8 Other operating activities                                     | -11,508,805  | 768,447     | -1,464,776 | 587,997    | -252,341   | 78,852     |
| 9 Net change in non-cash working capital                         | 6,470,740    | 54,474,083  | -1,208,100 | -865,967   | -1,038,229 | 518,813    |
| 10 Total operating activities                                    | 160,550,684  | 74,035,529  | 3,475,769  | 1,212,498  | 193,104    | 2,042,446  |
| Investment Activities  |              |             |            |            |            |            |
| Additions to fixed assets:                                       |              |             |            |            |            |            |
| 11 Broadcasting only   | -69,851,466  | -15,939,663 | -5,767,189 | -4,479,147 | -1,640,839 | -1,703,600 |
| 12 Non-broadcasting  | -11,519,357  | -6,668,252  | 446,001    | -3,281,863 | -85,410    | -24,300    |
| 13 Additions to investments                                      | -222,576,381 | -7,780,188  | -1,976,821 | 255,726    | -          | -116,687   |
| 14 Investment in broadcasting rights and licences                | -13,194,000  | -32,600,436 | -          | 2,054      | -2,076     | 2,000      |
| 15 Proceeds from the disposal of fixed assets                    | 6,026,131    | 4,995,771   | 5,944,157  | 4,420,770  | 2,023,749  | 93,843     |
| 16 Proceeds from the disposal of investments                     | 117,020,744  | 17,200,625  | 145,483    | 442,892    | 114,005    | 4,098      |
| 17 Equity investment in program development                      | -239,710     | -539,188    | -5,343,277 | -14,826    | -          | 0          |
| 18 Other investments activities                                  | -16,125,432  | -12,796,513 | -6,080,385 | 1,954,654  | -338,964   | 69,782     |
| 19 Total investment activities                                   | -210,219,761 | -53,588,656 | -7,288,754 | -684,914   | 70,465     | -1,674,864 |
| Financing Activities   |              |             |            |            |            |            |
| Dividends  |              |             |            |            |            |            |
| 20 Preferred shares  | -1,911,536   | -           | -291,391   | -13,300    | -73,709    | -12,800    |
| 21 Common shares   | -6,484,898   | -4,857,345  | -1,353,686 | -3,356,380 | -1,745,373 | -183,622   |
| 22 Increase in long-term debt                                    | -98,841,623  | 32,820,188  | 718,170    | 2,387,518  | -536,386   | -460,243   |
| 23 Capital stock and debt financing                              | 163,810,910  | -867,090    | 10         | -621,568   | -142,902   | -80,000    |
| 24 Other financing activities                                    | 54,406,504   | -31,527,067 | 4,523,482  | 883,916    | 1,629,984  | 1,370,198  |
| 25 Total financing activities                                    | 110,979,357  | -4,431,314  | 3,596,585  | -719,814   | -868,386   | 633,533    |
| 26 Net increase (decrease) in cash                               | 61,310,280   | 16,015,559  | -216,400   | -192,230   | -604,817   | 1,001,115  |
| 27 Cash (bank indebtedness) beginning of year                    | -29,073,130  | -9,774,689  | -1,557,220 | -43,911    | 3,042,129  | -3,762,470 |
| 28 Cash (bank indebtedness) end of year                          | 32,237,150   | 6,240,870   | -1,773,620 | -236,141   | 2,437,312  | -2,761,355 |



TABLEAU 13. État des bénéfices non répartis de l'industrie de la radiodiffusion et de la télévision privée, par groupe d'actifs totaux, 1995

| Group 7    | Group 8    | Group 9  | Group 10   | Total           | No |
|------------|------------|----------|------------|-----------------|----|
| Groupe 7   | Groupe 8   | Groupe 9 | Groupe 10  |                 |    |
| dollars    |            |          |            |                 |    |
| 21         | 21         | 21       | 20         | 209 Entreprises | 1  |
| -2,163,785 | -2,842,696 | 540,396  | -2,387,355 | 145,810,404     | 2  |
| -          | -          | -7,290   | -1,433     | 7,499,622       | 3  |
| -2,163,785 | -2,842,696 | 533,106  | -2,388,788 | 153,310,026     | 4  |
| -778,865   | -404,986   | -145,777 | -490,792   | 65,813,072      | 5  |
| -          | -          | -        | 7,804      | 7,825,366       | 6  |
| -2,942,650 | -3,247,682 | 387,329  | -2,871,776 | 226,948,464     | 7  |
| -          | 32,586     | 784      | 2,250      | 2,338,356       | 8  |
| 170,510    | 290,209    | 63,482   | 2,550      | 18,508,055      | 9  |
| 69,424     | -          | -        | -          | 5,633,031       | 10 |
| -3,182,584 | -3,570,477 | 323,063  | -2,876,576 | 200,469,022     | 11 |

TABLEAU 14. État de l'évolution de la situation financière de l'industrie de la radiodiffusion et de la télévision privée, par groupe d'actifs totaux, 1995

| Group 7    | Group 8    | Group 9  | Group 10  | Total           | No |
|------------|------------|----------|-----------|-----------------|----|
| Groupe 7   | Groupe 8   | Groupe 9 | Groupe 10 |                 |    |
| dollars    |            |          |           |                 |    |
| 21         | 21         | 21       | 20        | 209 Entreprises | 1  |
| -767,119   | -404,986   | -146,614 | -499,633  | 39,926,476      | 2  |
| -11,746    | -          | 837      | 8,841     | 25,886,596      | 3  |
| 1,179,237  | 645,784    | 517,367  | 272,518   | 144,872,474     | 4  |
| 31,283     | 3,523      | 10,023   | -2,162    | 6,049,226       | 5  |
| -15,121    | -73,749    | -16,074  | 86,668    | -4,778,635      | 6  |
| -          | 2,152      | -        | -         | -16,185,792     | 7  |
| -58,766    | 12,337     | 131,718  | 21,362    | -11,683,975     | 8  |
| 20,393     | -361,607   | -190,462 | -151,896  | 57,667,768      | 9  |
| 378,161    | -176,546   | 306,795  | -264,302  | 241,754,138     | 10 |
| -1,114,908 | -1,065,999 | -457,446 | -389,454  | -102,409,711    | 11 |
| -113,488   | -4,418     | -5,812   | -         | -21,256,899     | 12 |
| -5,834     | -          | -3,705   | -1,260    | -232,205,150    | 13 |
| -          | -          | -        | -27,000   | -45,819,458     | 14 |
| 29,665     | 323,825    | 27,996   | 131,247   | 24,017,154      | 15 |
| 50,280     | 1,200      | -        | -         | 134,979,327     | 16 |
| -          | -          | 445,597  | -         | -5,691,404      | 17 |
| 15,899     | -64,477    | 392,916  | 7,804     | -32,964,716     | 18 |
| -1,138,386 | -809,869   | -46,051  | -278,663  | -275,659,453    | 19 |
| -          | -32,586    | -784     | -2,250    | -2,338,356      | 20 |
| -170,510   | -290,209   | -63,482  | -2,550    | -18,508,055     | 21 |
| 445,114    | 226,868    | -85,989  | -130,866  | -63,457,249     | 22 |
| 38,178     | 484,649    | 108,000  | 80,007    | 162,810,194     | 23 |
| -75,541    | 21,713     | 23,813   | 458,217   | 31,715,219      | 24 |
| 237,241    | 410,435    | -18,442  | 402,558   | 110,221,753     | 25 |
| -522,984   | -575,980   | 242,302  | -140,407  | 76,316,438      | 26 |
| 110,835    | -1,036,461 | -342,477 | -101,665  | -42,539,059     | 27 |
| -412,149   | -1,612,441 | -100,175 | -242,072  | 33,777,379      | 28 |

TABLE 15. Revenue, Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995

|  | Group 1     | Group 2     | Group 3    | Group 4    | Group 5    | Group 6    |
|--|-------------|-------------|------------|------------|------------|------------|
|  | Groupe 1    | Groupe 2    | Groupe 3   | Groupe 4   | Groupe 5   | Groupe 6   |
| No.                                      | dollars     |             |            |            |            |            |
| 1 Reporting units                        | 49          | 50          | 49         | 50         | 50         | 49         |
| Operating revenue                        |             |             |            |            |            |            |
| Sale of air time:                        |             |             |            |            |            |            |
| 2 Local time sales                       | 234,472,711 | 96,288,107  | 66,310,366 | 50,374,339 | 40,201,692 | 32,202,189 |
| 3 National time sales                    | 96,028,999  | 28,820,668  | 13,810,586 | 11,492,595 | 7,569,515  | 4,860,968  |
| 4 Network time sales                     | 120,431     | 44,486      | 72,770     | -          | 15,315     | -          |
| 5 Total air time sales                   | 330,622,141 | 125,153,261 | 80,193,722 | 61,866,934 | 47,786,522 | 37,063,157 |
| Production and other:                    |             |             |            |            |            |            |
| 6 Syndication                            | 22,575      | 1,134,531   | -          | -          | -          | -          |
| 7 Production                             | 2,239,443   | 870,477     | 990,804    | 384,431    | 479,963    | 319,350    |
| 8 Other                                  | 9,188,960   | 3,303,791   | 919,540    | 1,066,905  | 1,114,330  | 901,407    |
| 9 Total production and other             | 11,450,978  | 5,308,799   | 1,910,344  | 1,451,336  | 1,594,293  | 1,220,757  |
| 10 Total operating revenue               | 342,073,119 | 130,462,060 | 82,104,066 | 63,318,270 | 49,380,815 | 38,283,914 |
| Operating expenses                       |             |             |            |            |            |            |
| 11 Program                               | 93,525,007  | 45,231,394  | 28,617,928 | 20,687,864 | 16,544,562 | 13,981,888 |
| 12 Technical                             | 8,474,942   | 5,480,526   | 4,092,923  | 2,992,246  | 2,648,646  | 2,367,745  |
| 13 Sales and promotion                   | 85,978,639  | 36,096,219  | 24,456,920 | 17,328,239 | 13,302,827 | 9,994,225  |
| 14 Administration and General            | 76,121,514  | 32,452,655  | 23,457,286 | 19,808,081 | 15,170,406 | 11,675,695 |
| 15 Depreciation                          | 7,808,240   | 4,742,485   | 4,036,895  | 2,568,711  | 2,874,222  | 1,550,354  |
| 16 Interest expense                      | 17,176,272  | 6,181,283   | 4,141,096  | 2,390,915  | 2,723,301  | 1,209,236  |
| 17 Total operating expenses              | 289,084,614 | 130,184,562 | 88,803,048 | 65,776,056 | 53,263,964 | 40,779,143 |
| 18 Net operating income                  | 52,988,505  | 277,498     | -6,698,982 | -2,457,786 | -3,883,149 | -2,495,229 |
| 19 Other adjustments-income (expense)    | -6,365,866  | -727,975    | -955,532   | -241,156   | 134,830    | -2,171,889 |
| 20 Net income (loss) before income taxes | 46,622,639  | -450,477    | -7,654,514 | -2,698,942 | -3,748,319 | -4,667,118 |
| 21 Provision for income taxes            | 16,235,784  | -1,607,764  | -445,461   | 150,749    | -770,398   | -896,992   |
| 22 Net income (loss) after income taxes  | 30,386,855  | 1,157,287   | -7,209,053 | -2,849,691 | -2,977,921 | -3,770,126 |
| 23 Salaries and other staff benefits     | 132,835,236 | 62,542,690  | 47,475,871 | 36,179,275 | 28,161,123 | 22,473,193 |
| 24 Number of employees (weekly average)  | 2,113       | 1,364       | 1,238      | 927        | 788        | 714        |
| 25 Reporting units showing profits -     | 39          | 32          | 25         | 28         | 24         | 25         |
| 26 Reporting units showing losses -      | 10          | 18          | 24         | 22         | 26         | 24         |

TABLEAU 15. Recettes, dépenses et effectifs de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995

| Group 7     | Group 8    | Group 9    | Group 10   | Total                            |  | No |
|-------------|------------|------------|------------|----------------------------------|--|----|
| Groupe 7    | Groupe 8   | Groupe 9   | Groupe 10  |                                  |  |    |
| dollars     |            |            |            |                                  |  |    |
| 50          | 49         | 50         | 49         | 495 Unités déclarantes           |  | 1  |
|             |            |            |            | Recettes d'exploitation          |  |    |
|             |            |            |            | Ventes de temps d'antenne:       |  |    |
| 25,077,081  | 17,665,553 | 12,956,576 | 3,940,791  | 579,489,405                      | Ventes de temps d'antenne (local)              | 2  |
| 3,606,784   | 4,354,905  | 2,689,946  | 968,619    | 174,203,585                      | Ventes de temps d'antenne (national)           | 3  |
| 1,608       | 7,863      | 1,807      | 91,930     | 356,210                          | Ventes de temps d'antenne (réseau)             | 4  |
| 28,685,473  | 22,028,321 | 15,648,329 | 5,001,340  | 754,049,200                      | Total des ventes de temps d'antenne            | 5  |
|             |            |            |            | Production et autres:            |  |    |
| 5,755       | -          | 300,512    | -          | 1,463,373                        | Ventes de droits de diffusion                  | 6  |
| 283,966     | 265,013    | 158,438    | 47,408     | 6,039,293                        | Production                                     | 7  |
| 988,091     | 777,084    | 181,020    | 265,848    | 18,706,976                       | Autres   | 8  |
| 1,277,812   | 1,042,097  | 639,970    | 313,256    | 26,209,642                       | Total production et autres                     | 9  |
| 29,963,285  | 23,070,418 | 16,288,299 | 5,314,596  | 780,258,842                      | Total des recettes d'exploitation              | 10 |
|             |            |            |            | Dépenses d'exploitation          |  |    |
| 14,198,511  | 9,197,428  | 6,881,728  | 2,480,419  | 251,346,729                      | Émissions                                      | 11 |
| 2,317,140   | 1,576,045  | 1,295,771  | 770,193    | 32,016,177                       | Services techniques                            | 12 |
| 9,345,283   | 6,187,527  | 3,875,480  | 1,522,441  | 208,087,800                      | Ventes et Promotion                            | 13 |
| 11,515,167  | 8,367,975  | 6,675,455  | 2,548,665  | 207,792,899                      | Administration et frais généraux               | 14 |
| 1,967,520   | 1,424,308  | 1,001,916  | 443,540    | 28,418,191                       | Amortissement                                  | 15 |
| 1,318,765   | 762,166    | 670,393    | 106,537    | 36,679,964                       | Intérêts versés                                | 16 |
| 40,662,386  | 27,515,449 | 20,400,743 | 7,871,795  | 764,341,760                      | Total des dépenses d'exploitation              | 17 |
| -10,699,101 | -4,445,031 | -4,112,444 | -2,557,199 | 15,917,082                       | Recettes d'exploitation nettes                 | 18 |
| 445,128     | -1,741,034 | -187,785   | -336,249   | -12,147,528                      | Autres redressements-revenus (dépenses)        | 19 |
|             |            |            |            | Bénéfice net (perte) avant impôt |  | 20 |
| -10,253,973 | -6,186,065 | -4,300,229 | -2,893,448 | 3,769,554                        | sur le revenu                                  |    |
| -1,261,237  | -1,273,157 | -1,375,784 | -640,238   | 8,115,502                        | Provision pour impôt sur le revenu             | 21 |
| -8,992,736  | -4,912,908 | -2,924,445 | -2,253,210 | -4,345,948                       | Bénéfice net (perte) après impôt sur le revenu | 22 |
| 21,277,905  | 14,840,268 | 10,482,776 | 3,546,950  | 379,815,287                      | Rémunération et avantages sociaux              | 23 |
| 669         | 563        | 378        | 209        | 8,963                            | Effectifs (moyenne hebdomadaire)               | 23 |
| 16          | 23         | 19         | 20         | 251                              | Unités déclarantes démontrant un               | 24 |
| 10          | 18         | 24         | 22         | 244                              | Unités déclarantes démontrant une              | 25 |



TABLE 16A. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995 (Historical Cost)

| No.                                    | Group 1     | Group 2    | Group 3    | Group 4    | Group 5    | Group 6    |
|--|-------------|------------|------------|------------|------------|------------|
|  | Groupe 1    | Groupe 2   | Groupe 3   | Groupe 4   | Groupe 5   | Groupe 6   |
|  | dollars     |            |            |            |            |            |
| 1 Land                                 | 11,394,773  | 4,835,077  | 2,062,967  | 2,580,882  | 2,974,455  | 1,720,103  |
| 2 Buildings and land improvements      | 10,907,298  | 12,197,176 | 5,408,010  | 7,122,604  | 5,546,616  | 3,505,313  |
| 3 Tower and antenna system             | 8,264,108   | 9,708,133  | 6,719,817  | 4,580,654  | 3,757,851  | 3,983,673  |
| 4 Transmitter equipment                | 26,338,299  | 15,418,873 | 13,224,855 | 10,907,202 | 11,484,388 | 8,920,561  |
| 5 Mobile equipment                     | 764,046     | 204,621    | 204,023    | 152,271    | 146,676    | 81,633     |
| 6 Automobiles and trucks               | 1,287,719   | 1,194,658  | 928,999    | 926,568    | 606,692    | 583,679    |
| 7 Furniture and fixtures               | 12,610,691  | 5,706,612  | 5,409,932  | 4,042,239  | 2,637,707  | 2,015,010  |
| 8 Studio and technical equipment       | 28,893,800  | 17,000,646 | 16,428,688 | 10,825,954 | 12,435,888 | 7,798,914  |
| 9 Leasehold improvements               | 13,906,344  | 7,150,085  | 5,246,613  | 1,510,967  | 2,678,025  | 1,553,150  |
| 10 Other property, plant and equipment | 4,452,001   | 1,523,381  | 1,396,212  | 965,649    | 178,344    | 186,597    |
| 11 Computers                           | 8,903,497   | 4,148,392  | 3,505,212  | 2,565,677  | 1,880,274  | 1,337,442  |
| 12 Total property, plant and equipment | 127,722,576 | 79,087,634 | 60,535,328 | 46,180,667 | 44,326,916 | 31,486,075 |

TABLE 16B. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995 (Accumulated Depreciation)

| No.                                    | Group 1    | Group 2    | Group 3    | Group 4    | Group 5    | Group 6    |
|--|------------|------------|------------|------------|------------|------------|
|  | Groupe 1   | Groupe 2   | Groupe 3   | Groupe 4   | Groupe 5   | Groupe 6   |
|  | dollars    |            |            |            |            |            |
| 1 Land                                 | ...        | ...        | ...        | ...        | ...        | ...        |
| 2 Buildings and land improvements      | 5,667,593  | 4,133,766  | 2,218,607  | 3,719,567  | 2,587,547  | 1,672,319  |
| 3 Tower and antenna system             | 4,222,786  | 5,363,846  | 4,696,900  | 3,518,711  | 2,232,825  | 2,198,732  |
| 4 Transmitter equipment                | 14,425,897 | 9,878,355  | 9,176,537  | 6,613,411  | 7,543,400  | 5,901,795  |
| 5 Mobile equipment                     | 433,159    | 180,652    | 186,544    | 123,369    | 120,106    | 56,313     |
| 6 Automobiles and trucks               | 841,603    | 737,640    | 733,195    | 578,102    | 444,438    | 441,563    |
| 7 Furniture and fixtures               | 8,195,124  | 4,142,092  | 3,974,336  | 2,682,380  | 1,914,554  | 1,488,182  |
| 8 Studio and technical equipment       | 17,866,150 | 11,830,732 | 12,055,407 | 7,494,472  | 8,784,633  | 5,939,070  |
| 9 Leasehold improvements               | 5,194,267  | 3,383,136  | 3,263,225  | 940,083    | 1,827,532  | 1,132,214  |
| 10 Other property, plant and equipment | 1,155,319  | 590,066    | 1,106,579  | 296,189    | 64,376     | 125,398    |
| 11 Computers                           | 4,999,189  | 2,403,944  | 2,372,281  | 1,675,974  | 1,268,753  | 793,113    |
| 12 Total property, plant and equipment | 63,001,087 | 42,644,229 | 39,783,611 | 27,642,258 | 26,788,164 | 19,748,699 |

TABLE 16C. Detail of Property, Plant and Equipment of the Privately Owned Radio Broadcasting Industry, by Revenue Group, 1995 (Net Value)

| No.                                    | Group 1    | Group 2    | Group 3    | Group 4    | Group 5    | Group 6    |
|--|------------|------------|------------|------------|------------|------------|
|  | Groupe 1   | Groupe 2   | Groupe 3   | Groupe 4   | Groupe 5   | Groupe 6   |
|  | dollars    |            |            |            |            |            |
| 1 Land                                 | 11,394,773 | 4,835,077  | 2,062,967  | 2,580,882  | 2,974,455  | 1,720,103  |
| 2 Buildings and land improvements      | 5,239,705  | 8,063,410  | 3,189,403  | 3,403,037  | 2,959,069  | 1,632,994  |
| 3 Tower and antenna system             | 4,041,322  | 4,344,287  | 2,022,917  | 1,061,943  | 1,525,026  | 1,784,941  |
| 4 Transmitter equipment                | 11,912,402 | 5,540,518  | 4,048,318  | 4,293,791  | 3,940,988  | 3,018,766  |
| 5 Mobile equipment                     | 330,887    | 23,969     | 17,479     | 28,902     | 26,570     | 25,320     |
| 6 Automobiles and trucks               | 446,116    | 456,998    | 195,804    | 348,466    | 162,254    | 142,116    |
| 7 Furniture and fixtures               | 4,415,567  | 1,564,520  | 1,435,596  | 1,359,859  | 723,153    | 526,828    |
| 8 Studio and technical equipment       | 11,027,650 | 5,169,914  | 4,373,281  | 3,331,482  | 3,651,255  | 1,859,844  |
| 9 Leasehold improvements               | 8,712,077  | 3,766,949  | 1,983,388  | 570,884    | 850,493    | 420,936    |
| 10 Other property, plant and equipment | 3,296,682  | 933,315    | 289,633    | 669,460    | 113,968    | 61,199     |
| 11 Computers                           | 3,904,308  | 1,744,448  | 1,132,931  | 889,703    | 611,521    | 544,329    |
| 12 Total property, plant and equipment | 64,721,489 | 36,443,405 | 20,751,717 | 18,538,409 | 17,538,752 | 11,737,376 |

TABLEAU 16A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995 (Coût d'origine)

| Group 7    | Group 8    | Group 9    | Group 10  | Total       |   | No |
|------------|------------|------------|-----------|-------------|---|----|
| Groupe 7   | Groupe 8   | Groupe 9   | Groupe 10 |             |   |    |
| dollars    |            |            |           |             |   |    |
| 2,279,993  | 5,686,382  | 792,516    | 121,539   | 34,448,687  | Terrains  | 1  |
| 5,241,411  | 6,484,403  | 4,646,068  | 448,585   | 61,507,484  | Bâtiments et améliorations foncières                  | 2  |
| 4,381,188  | 4,034,454  | 1,922,745  | 684,007   | 48,036,630  | Tour et antenne                                       | 3  |
| 8,100,874  | 5,112,900  | 5,157,329  | 879,625   | 105,544,906 | Matériel émetteur                                     | 4  |
| 52,758     | 683,291    | 20,690     | 1,966     | 2,311,975   | Matériel de reportage                                 | 5  |
| 500,133    | 325,851    | 195,636    | 25,669    | 6,575,584   | Automobiles et camions                                | 6  |
| 2,371,548  | 2,139,569  | 1,392,749  | 203,538   | 38,529,595  | Meubles et articles d'ameublement                     | 7  |
| 9,416,382  | 5,514,064  | 4,729,428  | 1,340,197 | 114,383,961 | Matériel technique et de studio                       | 8  |
| 1,783,595  | 1,163,958  | 395,381    | 171,055   | 35,559,153  | Améliorations locatives                               | 9  |
| 155,388    | 879,120    | 147,013    | 16,289    | 9,899,914   | Autres biens-fonds, installations et matériel         | 10 |
| 1,522,078  | 1,506,183  | 775,386    | 69,950    | 26,214,091  | Ordinateurs   | 11 |
| 35,805,348 | 33,530,155 | 20,174,941 | 3,962,340 | 482,811,980 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLEAU 16B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995 (Amortissement cumulé)

| Group 7    | Group 8    | Group 9    | Group 10  | Total       |   | No |
|------------|------------|------------|-----------|-------------|---|----|
| Groupe 7   | Groupe 8   | Groupe 9   | Groupe 10 |             |   |    |
| dollars    |            |            |           |             |   |    |
| ...        | ...        | ...        | ...       | ...         | Terrains  | 1  |
| 2,575,017  | 3,435,250  | 1,593,822  | 135,178   | 27,738,666  | Bâtiments et améliorations foncières                  | 2  |
| 2,731,240  | 2,289,210  | 1,145,802  | 330,617   | 28,730,669  | Tour et antenne                                       | 3  |
| 5,325,090  | 3,807,248  | 3,458,631  | 563,363   | 66,693,727  | Matériel émetteur                                     | 4  |
| 48,549     | 667,393    | 19,598     | 1,966     | 1,837,649   | Matériel de reportage                                 | 5  |
| 331,080    | 222,377    | 107,199    | 9,302     | 4,446,499   | Automobiles et camions                                | 6  |
| 1,706,737  | 1,721,208  | 1,060,347  | 131,485   | 27,016,445  | Meubles et articles d'ameublement                     | 7  |
| 6,656,968  | 3,740,214  | 2,976,899  | 665,618   | 78,008,163  | Matériel technique et de studio                       | 8  |
| 1,202,702  | 768,858    | 316,543    | 115,730   | 18,144,290  | Améliorations locatives                               | 9  |
| 104,161    | 278,835    | 56,338     | 7,906     | 3,785,167   | Autres biens-fonds, installations et matériel         | 10 |
| 892,032    | 984,675    | 408,496    | 37,577    | 15,836,034  | Ordinateurs   | 11 |
| 21,573,576 | 17,915,268 | 11,141,675 | 1,998,742 | 272,237,309 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLEAU 16C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la radiodiffusion privée, par tranche de recettes, 1995 (Après déduction de l'amortissement cumulé)

| Group 7    | Group 8    | Group 9   | Group 10  | Total       |   | No |
|------------|------------|-----------|-----------|-------------|---|----|
| Groupe 7   | Groupe 8   | Groupe 9  | Groupe 10 |             |   |    |
| dollars    |            |           |           |             |   |    |
| 2,279,993  | 5,686,382  | 792,516   | 121,539   | 34,448,687  | Terrains  | 1  |
| 2,666,394  | 3,049,153  | 3,052,246 | 313,407   | 33,568,818  | Bâtiments et améliorations foncières                  | 2  |
| 1,649,948  | 1,745,244  | 776,943   | 353,390   | 19,305,961  | Tour et antenne                                       | 3  |
| 2,775,784  | 1,305,652  | 1,698,698 | 316,262   | 38,851,179  | Matériel émetteur                                     | 4  |
| 4,209      | 15,898     | 1,092     | -         | 474,326     | Matériel de reportage                                 | 5  |
| 169,053    | 103,474    | 88,437    | 16,367    | 2,129,085   | Automobiles et camions                                | 6  |
| 664,811    | 618,361    | 332,402   | 72,053    | 11,513,150  | Meubles et articles d'ameublement                     | 7  |
| 2,759,414  | 1,773,850  | 1,756,529 | 674,579   | 36,375,798  | Matériel technique et de studio                       | 8  |
| 580,893    | 395,080    | 78,838    | 55,325    | 17,414,863  | Améliorations locatives                               | 9  |
| 51,227     | 600,285    | 90,675    | 8,303     | 6,114,747   | Autres biens-fonds, installations et matériel         | 10 |
| 630,046    | 521,508    | 366,890   | 32,373    | 10,378,057  | Ordinateurs   | 11 |
| 14,231,772 | 15,614,887 | 9,033,266 | 1,963,598 | 210,574,671 | Total, terrains, bâtiments, installations et matériel | 12 |

TABLE 17A. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, By Revenue Group, 1995 (Historical Cost)

TABLEAU 17A. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par tranche de recettes, 1995 (Coût d'origine)

|   | Group 1     | Group 2     | Group 3    | Group 4    | Total         |
|---|-------------|-------------|------------|------------|---------------|
|   | Groupe 1    | Groupe 2    | Groupe 3   | Groupe 4   |               |
| dollars   |             |             |            |            |               |
| Land - Terrains   | 22,901,720  | 5,054,524   | 907,913    | 696,032    | 29,560,189    |
| Buildings and land improvements -<br>Bâtiments et améliorations foncières               | 158,707,176 | 25,120,229  | 8,916,759  | 5,251,184  | 197,995,348   |
| Tower and antenna system - Tour et antenne  | 15,466,289  | 11,417,080  | 10,735,229 | 4,717,561  | 42,336,159    |
| Transmitter equipment - Matériel émetteur   | 60,022,184  | 28,579,882  | 19,901,051 | 11,324,042 | 119,827,159   |
| Mobile equipment - Matériel de reportage  | 23,461,114  | 4,556,980   | 390,737    | 429,731    | 28,838,562    |
| Automobiles and trucks - Automobiles et camions   | 6,907,372   | 1,943,437   | 1,886,653  | 1,096,296  | 11,833,758    |
| Furniture and fixtures -<br>Meubles et articles d'ameublement                           | 32,107,001  | 7,981,192   | 3,336,707  | 1,053,389  | 44,478,289    |
| Studio and technical equipment -<br>Matériel technique et de studio                     | 325,540,326 | 91,077,125  | 38,889,315 | 16,440,249 | 471,947,015   |
| Leasehold improvements - Améliorations locatives  | 20,963,503  | 1,853,114   | 1,301,974  | 1,311,608  | 25,430,199    |
| Other property, plant and equipment -<br>Autres biens-fonds, installations et matériel  | 9,279,943   | 1,686,457   | 2,594,544  | 1,591,149  | 15,152,093    |
| Computers - Ordinateurs   | 43,495,972  | 8,174,297   | 2,659,138  | 1,950,826  | 56,280,233    |
| Property, plant and equipment - Total<br>Terrains, bâtiments, installations et matériel | 718,852,600 | 187,444,317 | 91,520,020 | 45,862,067 | 1,043,679,004 |

TABLE 17B. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995 (Accumulated Depreciation)

TABLEAU 17B. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par tranche de recettes, 1995 (Amortissement cumulé)

|   | Group 1     | Group 2     | Group 3    | Group 4    | Total       |
|---|-------------|-------------|------------|------------|-------------|
|   | Groupe 1    | Groupe 2    | Groupe 3   | Groupe 4   |             |
| dollars   |             |             |            |            |             |
| Land - Terrains   | ---         | ---         | ---        | ---        | ---         |
| Buildings and land improvements -<br>Bâtiments et améliorations foncières               | 58,615,108  | 10,563,694  | 4,753,674  | 1,771,085  | 75,703,561  |
| Tower and antenna system - Tour et antenne  | 10,575,848  | 8,192,088   | 7,005,126  | 2,989,446  | 28,762,508  |
| Transmitter equipment - Matériel émetteur   | 35,891,298  | 19,463,229  | 12,670,680 | 6,394,433  | 74,419,640  |
| Mobile equipment - Matériel de reportage  | 18,788,619  | 3,552,964   | 223,102    | 313,472    | 22,878,157  |
| Automobiles and trucks - Automobiles et camions   | 3,917,913   | 1,013,032   | 1,066,059  | 560,934    | 6,557,938   |
| Furniture and fixtures -<br>Meubles et articles d'ameublement                           | 22,862,582  | 5,437,212   | 2,462,578  | 788,494    | 31,550,866  |
| Studio and technical equipment -<br>Matériel technique et de studio                     | 240,583,881 | 62,850,337  | 29,671,431 | 11,866,716 | 344,972,365 |
| Leasehold improvements - Améliorations locatives  | 12,694,307  | 573,061     | 584,596    | 915,176    | 14,767,140  |
| Other property, plant and equipment -<br>Autres biens-fonds, installations et matériel  | 5,628,189   | 1,196,921   | 920,401    | 331,799    | 8,077,310   |
| Computers - Ordinateurs   | 29,446,430  | 5,332,887   | 1,882,937  | 1,383,956  | 38,046,210  |
| Property, plant and equipment - Total<br>Terrains, bâtiments, installations et matériel | 439,004,175 | 118,175,425 | 61,240,584 | 27,315,511 | 645,735,695 |

TABLE 17C. Detail of Property, Plant and Equipment of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995 (Net Value)

TABLEAU 17C. Détails des terrains, bâtiments, installations et matériel de l'industrie de la télévision privée, par tranche de recettes, 1995 (Après déduction de l'amortissement cumulé)

|   | Group 1     | Group 2    | Group 3    | Group 4    | Total       |
|---|-------------|------------|------------|------------|-------------|
|   | Groupe 1    | Groupe 2   | Groupe 3   | Groupe 4   |             |
| dollars   |             |            |            |            |             |
| Land - Terrains   | 22,901,720  | 5,054,524  | 907,913    | 696,032    | 29,560,189  |
| Buildings and land improvements -<br>Bâtiments et améliorations foncières               | 100,092,068 | 14,556,535 | 4,163,085  | 3,480,099  | 122,291,787 |
| Tower and antenna system - Tour et antenne  | 4,890,441   | 3,224,992  | 3,730,103  | 1,728,115  | 13,573,651  |
| Transmitter equipment - Matériel émetteur   | 24,130,886  | 9,116,653  | 7,230,371  | 4,929,609  | 45,407,519  |
| Mobile equipment - Matériel de reportage  | 4,672,495   | 1,004,016  | 167,635    | 116,259    | 5,960,405   |
| Automobiles and trucks - Automobiles et camions   | 2,989,459   | 930,405    | 820,594    | 535,362    | 5,275,820   |
| Furniture and fixtures -<br>Meubles et articles d'ameublement                           | 9,244,419   | 2,543,980  | 874,129    | 264,895    | 12,927,423  |
| Studio and technical equipment -<br>Matériel technique et de studio                     | 84,956,445  | 28,226,788 | 9,217,884  | 4,573,533  | 126,974,650 |
| Leasehold improvements - Améliorations locatives  | 8,269,196   | 1,280,053  | 717,378    | 396,432    | 10,663,059  |
| Other property, plant and equipment -<br>Autres biens-fonds, installations et matériel  | 3,651,754   | 489,536    | 1,674,143  | 1,259,350  | 7,074,783   |
| Computers - Ordinateurs   | 14,049,542  | 2,841,410  | 776,201    | 566,870    | 18,234,023  |
| Property, plant and equipment - Total<br>Terrains, bâtiments, installations et matériel | 279,848,425 | 69,268,892 | 30,279,436 | 18,546,556 | 397,943,309 |



TABLE 18. Revenue, Expenses and Employees of the Privately Owned Television Broadcasting Industry, by Revenue Group, 1995

TABLEAU 18. Recettes, dépenses et effectifs de l'industrie de la télévision privée, par tranche de recettes, 1995

| No.   | Group 1<br>Groupe 1 | Group 2<br>Groupe 2 | Group 3<br>Groupe 3 | Group 4<br>Groupe 4 | Total         |
|---|---------------------|---------------------|---------------------|---------------------|---------------|
|   | dollars             |                     |                     |                     |               |
| Reporting units - Unités déclarantes  | 25                  | 25                  | 25                  | 25                  | 100           |
| Operating revenue - Recettes d'exploitation   |                     |                     |                     |                     |               |
| Sale of air time - Ventes de temps d'antenne:   |                     |                     |                     |                     |               |
| Local time sales -<br>Ventes de temps d'antenne (local)                                   | 212,321,500         | 70,736,467          | 35,217,385          | 15,224,674          | 333,500,026   |
| National time sales -<br>Ventes de temps d'antenne (national)                             | 737,126,030         | 91,613,314          | 38,372,509          | 12,429,359          | 879,541,212   |
| Network time sales -<br>Ventes de temps d'antenne (réseau)                                | 167,886,652         | 33,655,791          | 12,741,654          | 6,620,843           | 220,904,940   |
| Infomercials - Infopublicités   | 7,532,796           | 1,947,459           | 380,104             | 231,877             | 10,092,236    |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                   | 1,124,866,978       | 197,953,031         | 86,711,652          | 34,506,753          | 1,444,038,414 |
| Production and other - Production et autres:  |                     |                     |                     |                     |               |
| Syndication - Ventes de droits de diffusion   | 5,889,424           | 441,567             | 20,546              | -                   | 6,351,537     |
| Production  | 41,218,025          | 8,766,098           | 4,833,827           | 1,001,674           | 55,819,624    |
| Other - Autres  | 20,959,230          | 1,994,100           | 976,527             | 375,152             | 24,305,009    |
| Production and other - Total -<br>Production et autres                                    | 68,066,679          | 11,201,765          | 5,830,900           | 1,376,826           | 86,476,170    |
| Operating revenue - Total -<br>Recettes d'exploitation                                    | 1,192,933,657       | 209,154,796         | 92,542,552          | 35,883,579          | 1,530,514,584 |
| Operating expenses - Dépenses d'exploitation  |                     |                     |                     |                     |               |
| Program - Émission  | 675,617,349         | 98,963,300          | 37,529,540          | 13,096,204          | 825,206,393   |
| Technical - Services - technique  | 46,552,890          | 16,924,098          | 8,736,866           | 3,271,971           | 75,485,825    |
| Sales and promotion -<br>Ventes et Promotion  | 118,157,754         | 29,591,000          | 14,769,325          | 5,683,331           | 168,201,410   |
| Administration and general -<br>Administration et frais généraux                          | 152,423,091         | 30,737,790          | 19,200,632          | 7,707,139           | 210,068,652   |
| Depreciation - Amortissement  | 36,377,948          | 11,650,001          | 4,878,891           | 2,766,818           | 55,673,658    |
| Interest expense - Intérêts versés  | 87,102,142          | 12,656,947          | 2,300,814           | 1,833,131           | 103,893,034   |
| Operating expenses - Total -<br>Dépenses d'exploitation                                   | 1,116,231,174       | 200,523,136         | 87,416,068          | 34,358,594          | 1,438,528,972 |
| Net operating income -<br>Recettes d'exploitation nettes                                  | 76,702,483          | 8,631,660           | 5,126,484           | 1,524,985           | 91,985,612    |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)           | -6,575,784          | 4,639,855           | 1,306,841           | 721,512             | 92,424        |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu | 70,126,699          | 13,271,515          | 6,433,325           | 2,246,497           | 92,078,036    |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                        | 39,287,469          | 5,707,637           | 2,285,339           | 525,167             | 47,805,612    |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | 30,839,230          | 7,563,878           | 4,147,986           | 1,721,330           | 44,272,424    |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                  | 327,181,981         | 84,455,243          | 41,253,823          | 16,138,283          | 469,029,330   |
| Number of employees (weekly average)<br>Effectifs (moyenne hebdomadaire)                  | 5,166               | 1,759               | 880                 | 388                 | 8,193         |

TABLE 19. Income Statement for the Privately Owned Radio and Television Broadcasting Industry, 1995

TABLEAU 19. État des revenus de l'industrie de la radiodiffusion et de la télévision privée, 1995

|   | Radio      | Television<br>Télévision | Total       |
|---|------------|--------------------------|-------------|
|   | dollars    |                          |             |
| Operating income (loss-) before under noted items -<br>Bénéfice d'exploitation (perte-) avant les items suivants                      | 81,015,237 | 251,552,304              | 332,567,541 |
| Depreciation (recorded in accounts) - Amortissement (comptabilisé)  | 28,418,191 | 55,673,658               | 84,091,849  |
| Interest expense - Intérêts versés  | 36,679,964 | 103,893,034              | 140,572,998 |
| Investment and interest income - Revenus de placements et d'intérêts  | 5,164,135  | 11,043,988               | 16,208,123  |
| Incidental broadcasting income - Recettes accessoires de radiodiffusion   | 2,520,559  | 5,568,518                | 8,089,077   |
| Amortization of organization and start-up expense -<br>Amortissement des frais d'établissement  | 2,920,245  | 4,021,427                | 6,941,672   |
| Amortization of goodwill - Amortissement de l'achalandage   | 16,749,987 | 12,618,406               | 29,368,393  |
| Gain (loss) from disposal of fixed assets, investments, etc. -<br>Gain (perte) sur réalisation d'immobilisations, de placements, etc. | -161,990   | 119,751                  | -42,239     |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu   | 3,769,554  | 92,078,036               | 95,847,590  |
| Provision for income taxes - Provision pour impôt sur le revenu   | 8,115,502  | 47,805,612               | 55,921,114  |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | -4,345,948 | 44,272,424               | 39,926,476  |

TABLE 20. Salaries, Wages and Fringe Benefits, and Employee Statistics of the Radio and Television Broadcasting Industry, by Staff Categories, 1995

TABLEAU 20. Rémunérations et avantages sociaux, et effectifs de l'industrie de la radiodiffusion et de la télévision, par catégorie de personnel, 1995

|  | Total remuneration(1)<br>Rémunérations totales(1) |                  |               | Average number of employees<br>Effectifs moyens |                  |        |
|--|---|------------------|---------------|---|------------------|--------|
|  | Private<br>Stations                               | CBC              | Total         | Private<br>Stations                             | CBC              | Total  |
|  | Stations<br>Privées                               | Radio-<br>Canada |               | Station<br>Privées                              | Radio-<br>Canada |        |
|  | dollars   |                  |               | Number - Nombre                                 |                  |        |
| Program - Émissions  | 458,977,790                                       | 644,565,000      | 1,103,542,790 | 10,103  | 9,287            | 19,390 |
| Technical - Services - technique                                 | 49,883,937  | 22,258,000       | 72,141,937    | 1,033   | 309              | 1,342  |
| Sales and promotion - Ventes et promotion                        | 187,623,285                                       | 30,459,000       | 218,082,285   | 3,562   | 441              | 4,003  |
| Administration and general -<br>Administration et frais généraux | 151,519,388                                       | 101,255,000      | 252,774,388   | 2,458   | 1,487            | 3,945  |
| Directors fees -<br>Jetons de présence des administrateurs       | 840,217   | 176,000          | 1,016,217     | ...   | ...              | ...    |
| Total  | 848,844,617                                       | 798,713,000      | 1,647,557,617 | 17,156  | 11,524           | 28,680 |

(1) Represents gross payrolls which includes all monies paid to the employees before any deductions.  
Rémunérations brutes, soit toutes les sommes versées aux salariés avant toute déduction.

TABLE 21. Revenue, Expenses and Employees of Montreal and Toronto Radio Stations, 1995

TABLEAU 21. Recettes, Dépenses et effectifs pour stations de radio à Toronto et Montréal, 1995

|   | Toronto    |            | Montréal   |            |
|---|------------|------------|------------|------------|
|   | AM-MA      | FM-MF      | AM-MA      | FM-MF      |
|   | dollars    |            |            |            |
| Reporting units - Unités déclarantes  | 9          | 10         | 7          | 9          |
| Operating revenue - Recettes d'exploitation   |            |            |            |            |
| Sale of air time - Ventes de temps d'antenne:   |            |            |            |            |
| Local time sales -<br>Ventes de temps d'antenne (local)                                   | 31,352,812 | 53,866,621 | 14,199,753 | 36,954,289 |
| National time sales -<br>Ventes de temps d'antenne (national)                             | 8,399,557  | 18,316,612 | 3,748,870  | 23,320,673 |
| Network time sales -<br>Ventes de temps d'antenne (réseau)                                | -          | -          | 245,140    | 474,988    |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                   | 39,752,369 | 72,183,233 | 18,193,763 | 60,749,950 |
| Production and other - Total -<br>Production et autres                                    | 1,413,579  | 1,343,215  | 312,129    | 295,107    |
| Operating revenue - Total -<br>Recettes d'exploitation                                    | 41,165,948 | 73,526,448 | 18,505,892 | 61,045,057 |
| Operating expenses - Dépenses d'exploitation  |            |            |            |            |
| Program - Émission  | 15,829,315 | 17,827,721 | 11,301,120 | 16,217,452 |
| Technical - Services - technique  | 1,785,591  | 1,627,081  | 935,136    | 1,356,868  |
| Sales and promotion -<br>Ventes et Promotion  | 12,982,088 | 17,999,829 | 4,882,519  | 13,929,711 |
| Administration and general -<br>Administration et frais généraux                          | 13,349,423 | 14,489,978 | 7,039,037  | 12,006,039 |
| Depreciation - Amortissement  | 2,025,591  | 1,515,601  | 696,938    | 1,246,438  |
| Interest expense - Intérêts versés  | 2,951,671  | 2,952,379  | 624,827    | 5,817,251  |
| Operating expenses - Total -<br>Dépenses d'exploitation                                   | 48,923,679 | 56,412,589 | 25,479,577 | 50,573,759 |
| Net operating income -<br>Recettes d'exploitation nettes                                  | -7,757,731 | 17,113,859 | -6,973,685 | 10,471,298 |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépendances)        | 1,590,095  | -2,704,229 | -336,857   | -1,205,112 |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu | -6,167,636 | 14,409,630 | -7,310,542 | 9,266,186  |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                        | -1,207,518 | 4,399,427  | -1,856,133 | 4,038,590  |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | -4,960,118 | 10,010,203 | -5,454,409 | 5,227,596  |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                  | 23,931,082 | 26,762,981 | 11,251,927 | 19,951,561 |
| Number of employees (weekly average)<br>Effectifs (moyenne hebdomadaire)                  | 432        | 406        | 325        | 346        |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit              | 4          | 6          | -          | 7          |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte               | 5          | 4          | 7          | 2          |



TABLE 22. Operating Revenue, Expenses and Employees of the Privately Owned Radio Broadcasting Industry, by CMA, 1995

| No.                                      | St. John's | Halifax    | Chicoutimi<br>-Jonquière | Quebec     | Sharbrooke |
|--|------------|------------|--------------------------|------------|------------|
| dollars                                  |            |            |                          |            |            |
| 1 Reporting units                        | 6          | 7          | 4                        | 7          | 3          |
| Operating revenue                        |            |            |                          |            |            |
| 2 Sale of air time:                      |            |            |                          |            |            |
| Local time sales                         | 6,870,416  | 9,208,302  | 4,253,883                | 11,049,487 | X          |
| 3 National time sale                     | 891,538    | 2,875,303  | 923,267                  | 5,051,466  | x          |
| 4 Network time sales                     | -          | -          | 16,404                   | 158,423    | x          |
| 5 Total air time sales                   | 7,761,954  | 12,083,605 | 5,193,554                | 16,259,376 | x          |
| 6 Total production and other             | 21,973     | 2,841      | 73,134                   | 69,055     | x          |
| 7 Total operating revenue                | 7,783,927  | 12,086,446 | 5,266,688                | 16,328,431 | x          |
| Operating expenses                       |            |            |                          |            |            |
| 8 Program                                | 3,252,033  | 4,244,169  | 1,729,226                | 5,630,857  | x          |
| 9 Technical                              | 585,964    | 749,554    | 139,322                  | 402,208    | x          |
| 10 Sales and promotion                   | 2,244,580  | 3,206,213  | 1,602,838                | 3,957,240  | x          |
| 11 Administration and General            | 2,095,043  | 3,081,687  | 1,683,097                | 4,260,202  | x          |
| 12 Depreciation                          | 519,276    | 829,282    | 449,420                  | 294,851    | x          |
| 13 Interest expense                      | 37,003     | 421,677    | 504,161                  | 128,180    | x          |
| 14 Total operating expenses              | 8,733,899  | 12,532,582 | 6,108,064                | 14,673,538 | x          |
| 15 Net operating income                  | -949,972   | -446,136   | -841,376                 | 1,654,893  | x          |
| 16 Other adjustments-income (expense)    | 198,223    | 246,057    | -387,833                 | 47,880     | x          |
| 17 Net income (loss) before income taxes | -751,749   | -200,079   | -1,229,209               | 1,702,773  | x          |
| 18 Provision for income taxes            | -2,000     | 151,918    | -552,619                 | 1,535,475  | x          |
| 19 Net income (loss) after income taxes  | -749,749   | -351,997   | -676,590                 | 167,298    | x          |
| 20 Salaries and other staff benefits     | 4,741,773  | 5,442,247  | 2,878,232                | 7,650,037  | x          |
| 21 Number of employees (weekly average)  | 107        | 138        | 87                       | 184        | x          |
| 22 Reporting units showing profits       | 2          | 3          | 2                        | 2          | x          |
| 23 Reporting units showing losses        | 4          | 4          | 2                        | 5          | x          |

| No.                                      | St. Catharines<br>-Niagara Falls | Kitchener | London     | Winnipeg   | Regina     |
|--|----------------------------------|-----------|------------|------------|------------|
| dollars                                  |                                  |           |            |            |            |
| 1 Reporting units                        | 6                                | 5         | 6          | 9          | 6          |
| Operating revenue                        |                                  |           |            |            |            |
| 2 Sale of air time:                      |                                  |           |            |            |            |
| Local time sales                         | 4,773,602                        | 7,170,884 | 9,395,694  | 14,553,361 | 8,273,685  |
| 3 National time sale                     | 1,427,688                        | 2,015,342 | 3,448,944  | 3,734,474  | 1,413,360  |
| 4 Network time sales                     | -                                | -         | -          | -          | -          |
| 5 Total air time sales                   | 6,201,290                        | 9,186,226 | 12,844,638 | 18,287,835 | 9,687,045  |
| 6 Total production and other             | 169,173                          | 192,898   | 555,857    | 907,610    | 116,007    |
| 7 Total operating revenue                | 6,370,463                        | 9,379,124 | 13,400,495 | 19,195,445 | 9,803,052  |
| Operating expenses                       |                                  |           |            |            |            |
| 8 Program                                | 2,105,898                        | 2,853,216 | 4,454,049  | 8,155,399  | 3,245,361  |
| 9 Technical                              | 236,078                          | 338,343   | 503,030    | 784,462    | 694,751    |
| 10 Sales and promotion                   | 2,036,710                        | 2,820,255 | 4,270,586  | 5,603,846  | 3,379,246  |
| 11 Administration and General            | 2,198,120                        | 2,932,643 | 3,695,024  | 5,325,721  | 2,047,735  |
| 12 Depreciation                          | 410,976                          | 510,498   | 311,913    | 679,312    | 214,845    |
| 13 Interest expense                      | 349,581                          | 176,873   | 435,364    | 680,998    | 1,802,840  |
| 14 Total operating expenses              | 7,337,363                        | 9,631,828 | 13,669,966 | 21,229,738 | 11,384,778 |
| 15 Net operating income                  | -966,900                         | -252,704  | -269,471   | -2,034,293 | -1,581,726 |
| 16 Other adjustments-income (expense)    | 176,469                          | -183,522  | -647,953   | -251,010   | 281,076    |
| 17 Net income (loss) before income taxes | -790,431                         | -436,226  | -917,424   | -2,285,303 | -1,300,650 |
| 18 Provision for income taxes            | -183,875                         | -110,424  | 10,615     | 40,035     | -12,500    |
| 19 Net income (loss) after income taxes  | -606,556                         | -325,802  | -928,039   | -2,325,338 | -1,288,150 |
| 20 Salaries and other staff benefits     | 3,669,531                        | 4,464,555 | 6,864,112  | 11,086,132 | 5,067,858  |
| 21 Number of employees (weekly average)  | 112                              | 107       | 146        | 216        | 126        |
| 22 Reporting units showing profits       | 2                                | 2         | 2          | 1          | 1          |
| 23 Reporting units showing losses        | 4                                | 3         | 4          | 8          | 5          |

x confidential to meet secrecy requirements of the Statistics Act

TABLEAU 22. Recettes, dépenses et effectifs de l'industrie de la radiodiffusion privée, par MCA, 1995

| Trois<br>Rivières | Montréal   | Ottawa<br>-Hull | Toronto     | Hamilton   |  | No |
|-------------------|------------|-----------------|-------------|------------|--|----|
| dollars           |            |                 |             |            |  |    |
| 4                 | 16         | 12              | 19          | 6          | Unités déclarantes                             | 1  |
|                   |            |                 |             |            | Recettes d'exploitation                        |    |
|                   |            |                 |             |            | Ventes de temps d'antenne:                     |    |
| 4,003,064         | 51,154,042 | 22,775,917      | 85,219,433  | 15,477,993 | Ventes de temps d'antenne (local)              | 2  |
| 1,043,242         | 27,069,543 | 8,732,351       | 26,716,169  | 4,379,083  | Ventes de temps d'antenne (national)           | 3  |
| 25,821            | 720,128    | 30,545          | -           | -          | Ventes de temps d'antenne (réseau)             | 4  |
| 5,072,127         | 78,943,713 | 31,538,813      | 111,935,602 | 19,857,076 | Total des ventes de temps d'antenne            | 5  |
| 17,369            | 607,236    | 415,096         | 2,756,794   | 938,127    | Total production et autres                     | 6  |
| 5,089,496         | 79,550,949 | 31,953,909      | 114,692,396 | 20,795,203 | Total des recettes d'exploitation              | 7  |
|                   |            |                 |             |            | Dépenses d'exploitation                        |    |
| 1,643,699         | 27,518,572 | 10,349,234      | 33,657,036  | 5,670,504  | Émissions                                      | 8  |
| 173,762           | 2,292,004  | 1,196,612       | 3,412,672   | 756,357    | Services techniques                            | 9  |
| 1,520,122         | 18,812,230 | 11,137,275      | 30,981,917  | 6,288,580  | Ventes et Promotion                            | 10 |
| 1,415,489         | 19,045,076 | 8,625,480       | 27,839,401  | 5,560,520  | Administration et frais généraux               | 11 |
| 280,118           | 1,943,376  | 1,454,312       | 3,541,192   | 726,244    | Amortissement                                  | 12 |
| 89,807            | 6,442,078  | 1,241,611       | 5,904,050   | 1,325,447  | Intérêts versés                                | 13 |
| 5,122,997         | 76,053,336 | 34,004,524      | 105,336,268 | 20,327,652 | Total des dépenses d'exploitation              | 14 |
| -33,501           | 3,497,613  | -2,050,615      | 9,356,128   | 467,551    | Recettes d'exploitation nettes                 | 15 |
| -49,008           | -1,541,969 | -637,584        | -1,114,134  | -122,889   | Autres redressements-revenus (dépenses)        | 16 |
| -82,509           | 1,955,644  | -2,688,199      | 8,241,994   | 344,662    | Bénéfice net (perte) avant impôt sur le revenu | 17 |
| -60,533           | 2,182,457  | -509,763        | 3,191,909   | 157,349    | Provision pour impôt sur le revenu             | 18 |
| -41,976           | -226,813   | -2,178,436      | 5,050,085   | 187,513    | Bénéfice net (perte) après impôt sur le revenu | 19 |
| 2,947,879         | 31,203,488 | 15,853,087      | 50,694,063  | 10,126,367 | Rémunération et avantages sociaux              | 20 |
| 96                | 671        | 518             | 838         | 187        | Effectifs (moyenne hebdomadaire)               | 21 |
| 2                 | 7          | 4               | 10          | 3          | Unités déclarantes démontrant un profit        | 22 |
| 2                 | 9          | 8               | 9           | 3          | Unités déclarantes démontrant une perte        | 23 |

| Saskatoon  | Calgary    | Edmonton   | Vancouver  | Victoria   |  | No |
|------------|------------|------------|------------|------------|--|----|
| dollars    |            |            |            |            |  |    |
| 5          | 9          | 11         | 15         | 5          | Unités déclarantes                             | 1  |
|            |            |            |            |            | Recettes d'exploitation                        |    |
|            |            |            |            |            | Ventes de temps d'antenne:                     |    |
| 8,471,331  | 24,295,055 | 19,557,247 | 50,966,357 | 6,196,377  | Ventes de temps d'antenne (local)              | 2  |
| 1,638,113  | 8,428,912  | 7,082,835  | 16,181,393 | 3,689,797  | Ventes de temps d'antenne (national)           | 3  |
| -          | -          | -          | -          | -          | Ventes de temps d'antenne (réseau)             | 4  |
| 10,109,444 | 32,723,967 | 26,640,082 | 67,147,750 | 9,886,174  | Total des ventes de temps d'antenne            | 5  |
| 168,383    | 1,232,344  | 764,116    | 3,566,156  | 979,031    | Total production et autres                     | 6  |
| 10,277,827 | 33,956,311 | 27,404,198 | 70,713,906 | 10,865,205 | Total des recettes d'exploitation              | 7  |
|            |            |            |            |            | Dépenses d'exploitation                        |    |
| 2,789,020  | 9,797,188  | 8,996,531  | 21,022,194 | 2,950,108  | Émissions                                      | 8  |
| 254,285    | 1,031,368  | 1,232,065  | 2,511,287  | 637,205    | Services techniques                            | 9  |
| 3,222,305  | 9,525,259  | 9,192,990  | 17,572,930 | 3,042,905  | Ventes et Promotion                            | 10 |
| 2,203,290  | 7,962,143  | 7,902,162  | 15,835,602 | 2,710,838  | Administration et frais généraux               | 11 |
| 409,622    | 1,193,208  | 970,033    | 2,052,298  | 380,848    | Amortissement                                  | 12 |
| 267,579    | 1,166,392  | 1,661,875  | 4,014,256  | 199,214    | Intérêts versés                                | 13 |
| 9,146,101  | 30,675,558 | 29,955,656 | 63,008,567 | 9,921,118  | Total des dépenses d'exploitation              | 14 |
| 1,131,726  | 3,280,753  | -2,551,458 | 7,705,339  | 944,087    | Recettes d'exploitation nettes                 | 15 |
| -76,202    | -1,324,295 | -811,395   | -1,281,517 | -30,265    | Autres redressements-revenus (dépenses)        | 16 |
| 1,055,524  | 1,956,458  | -3,362,853 | 6,423,822  | 913,822    | Bénéfice net (perte) avant impôt sur le revenu | 17 |
| 137,500    | -487,768   | 277,729    | 3,543,419  | -63,393    | Provision pour impôt sur le revenu             | 18 |
| 918,024    | 2,444,226  | -3,640,582 | 2,880,403  | 977,215    | Bénéfice net (perte) après impôt sur le revenu | 19 |
| 4,869,501  | 14,732,134 | 14,636,723 | 29,477,791 | 4,822,196  | Rémunération et avantages sociaux              | 20 |
| 110        | 279        | 271        | 495        | 115        | Effectifs (moyenne hebdomadaire)               | 21 |
| 3          | 4          | 4          | 8          | 1          | Unités déclarantes démontrant un profit        | 22 |
| 2          | 5          | 7          | 7          | 4          | Unités déclarantes démontrant une perte        | 23 |

TABLE 23. Revenue, Expenses and Employees of the Privately Owned Television Broadcasting Industry, by Affiliation, 1995

TABLEAU 23. Recettes, dépenses et effectifs de l'industrie de la télévision privée, par affiliation, 1995

| Affiliation   | CBC<br>Radio Canada | CTV         | TVA         | Independent<br>Quatre Saisons<br>Indépendant |            |
|---|---------------------|-------------|-------------|--|------------|
|   |                     |             |             |  | dollars    |
| Reporting units - Unités déclarantes  | 28                  | 35          | 10          | 19   | 8          |
| Operating revenue - Recettes d'exploitation   |                     |             |             |  |            |
| Sale of air time - Ventes de temps d'antenne:   |                     |             |             |  |            |
| Local time sales -<br>Ventes de temps d'antenne (local)                                   | 36,032,045          | 128,609,223 | 41,839,880  | 108,569,034                                  | 18,449,844 |
| National and Network time sales<br>Ventes de temps d'antenne (national et réseau)         | 52,876,256          | 462,003,036 | 128,606,045 | 412,107,794                                  | 44,853,021 |
| Infomercials - Infopublicités   | 900,518             | 3,940,045   | 340,500     | 4,884,118                                    | 27,055     |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                   | 89,808,819          | 594,552,304 | 170,786,425 | 525,560,946                                  | 63,329,920 |
| Production and other - Production et autres   |                     |             |             |  |            |
| Syndication - Ventes de droits de diffusion   | 33,204              | 1,020,363   | 1,683,322   | 3,614,648                                    | -          |
| Production  | 6,497,508           | 13,499,244  | 16,480,315  | 17,042,182                                   | 2,300,375  |
| Other - Autres  | 1,177,467           | 10,435,671  | 2,532,489   | 8,837,501                                    | 1,321,881  |
| Production and other - Total -<br>Production et autres                                    | 7,708,179           | 24,955,278  | 20,696,126  | 29,494,331                                   | 3,622,256  |
| Operating revenue - Total -<br>Recettes d'exploitation                                    | 97,516,998          | 619,507,582 | 191,482,551 | 555,055,277                                  | 66,952,176 |
| Operating expenses - Dépenses d'exploitation  |                     |             |             |  |            |
| Program   | 35,105,652          | 352,849,657 | 80,463,998  | 314,468,490                                  | 42,318,596 |
| Technical - Services - techniques   | 6,333,153           | 36,371,624  | 8,312,081   | 20,322,695                                   | 4,146,272  |
| Sales and promotion -<br>Ventes et Promotion  | 15,897,444          | 61,208,330  | 18,834,757  | 62,957,218                                   | 9,303,661  |
| Administration and general -<br>Administration et frais généraux                          | 18,896,538          | 76,916,088  | 48,787,443  | 52,444,224                                   | 13,024,359 |
| Depreciation - Amortissement  | 5,813,198           | 21,397,588  | 7,810,409   | 17,504,853                                   | 3,147,610  |
| Interest expense - Intérêts versés  | 9,073,582           | 37,182,584  | 10,198,350  | 46,684,870                                   | 753,648    |
| Operating expenses - Total -<br>Dépenses d'exploitation                                   | 91,119,567          | 585,925,871 | 174,407,038 | 514,382,350                                  | 72,694,146 |
| Net operating income -<br>Recettes d'exploitation nettes                                  | 6,397,431           | 33,581,711  | 17,075,513  | 40,672,927                                   | -5,741,970 |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)           | 193,059             | 4,058,138   | 633,829     | -4,769,108                                   | -23,494    |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu | 6,590,490           | 37,639,849  | 17,709,342  | 35,903,819                                   | -5,765,464 |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                        | 731,854             | 19,268,696  | 7,888,305   | 23,106,700                                   | -3,189,943 |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | 5,858,636           | 18,371,153  | 9,821,037   | 12,797,119                                   | -2,575,521 |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                  | 44,318,060          | 196,713,010 | 67,055,306  | 135,484,616                                  | 25,458,338 |
| Number of employees (weekly average)<br>Effectifs (moyenne hebdomadaire)                  | 983                 | 3,080       | 1,182       | 2,464  | 484        |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit              | 22                  | 23          | 9           | 10   | 4          |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte               | 6                   | 12          | 1           | 9  | 4          |



TABLE 24. Revenue, Expenses and Employees of the Privately Owned Radio and Television Industry by Language, 1995

TABLEAU 24. Recettes, dépenses et effectifs de la l'industrie de la télévision et de radio privée, par langue, 1995

|   | Radio-Radiodiffusion |             |            | Television-Télévision |             |
|---|----------------------|-------------|------------|-----------------------|-------------|
|   | English              | French      | Other      | English               | French      |
|   | Anglais              | Français    | Autres     | Anglais               | Français    |
|   | dollars              |             |            |                       |             |
| Reporting units - Unités déclarantes  | 388                  | 98          | 9          | 77                    | 23          |
| Operating revenue - Recettes d'exploitation   |                      |             |            |                       |             |
| Sale of air time - Ventes de temps d'antenne:   |                      |             |            |                       |             |
| Local time sales -<br>Ventes de temps d'antenne (local)                                   | 480,863,126          | 84,775,706  | 13,850,573 | 265,365,596           | 68,134,430  |
| National time sales -<br>Ventes de temps d'antenne (national)                             | 136,879,085          | 36,256,165  | 1,068,335  | 750,719,311           | 128,821,901 |
| Network time sales -<br>Ventes de temps d'antenne (réseau)                                | -                    | 356,210     | -          | 166,519,601           | 54,385,339  |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                   | 617,742,211          | 121,388,081 | 14,918,908 | 1,182,604,508         | 251,341,670 |
| Production and other - Total -<br>Production et autres                                    | 18,196,522           | 6,714,335   | 1,298,785  | 57,965,696            | 28,510,474  |
| Operating revenue - Total -<br>Recettes d'exploitation                                    | 635,938,733          | 128,102,416 | 16,217,693 | 1,250,294,885         | 280,219,699 |
| Operating expenses - Dépenses d'exploitation  |                      |             |            |                       |             |
| Program - Émission  | 202,759,890          | 44,600,182  | 3,986,657  | 695,301,106           | 129,905,287 |
| Technical - Services - technique  | 27,127,634           | 4,046,839   | 841,704    | 61,555,071            | 13,930,754  |
| Sales and promotion -<br>Ventes et Promotion  | 174,772,495          | 29,344,864  | 3,970,441  | 136,727,579           | 31,473,831  |
| Administration and general -<br>Administration et frais généraux                          | 161,555,373          | 38,720,185  | 7,517,341  | 142,118,984           | 67,949,668  |
| Depreciation - Amortissement  | 23,706,464           | 4,175,106   | 536,621    | 43,539,936            | 12,133,722  |
| Interest expense - Intérêts versés  | 27,480,725           | 8,346,267   | 852,972    | 92,276,188            | 11,616,846  |
| Operating expenses - Total -<br>Dépenses d'exploitation                                   | 617,402,581          | 129,233,443 | 17,705,736 | 1,171,518,864         | 267,010,108 |
| Net operating income -<br>Recettes d'exploitation nettes                                  | 18,536,152           | -1,131,027  | -1,488,043 | 78,776,021            | 13,209,591  |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)           | -10,504,230          | -1,490,025  | -153,273   | -129,583              | 222,007     |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu | 8,031,922            | -2,621,052  | -1,641,316 | 78,646,438            | 13,431,598  |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                        | 6,482,889            | 1,422,557   | 210,056    | 42,559,016            | 5,246,596   |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | 1,549,033            | -4,043,609  | -1,851,372 | 36,087,422            | 8,185,002   |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                  | 310,490,599          | 60,100,184  | 9,224,504  | 366,138,492           | 102,890,838 |
| Number of employees (weekly average)<br>Effectifs (moyenne hebdomadaire)                  | 7,100                | 1,544       | 319        | 6,346                 | 1,847       |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit              | 201                  | 46          | 4          | 52                    | 16          |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte               | 187                  | 52          | 5          | 25                    | 7           |

TABLE 25. Program and Production expenses of the Privately Owned Television Industry in Canada, by Production Source, 1995  
Dépenses d'émission de la télévision privée au Canada, par source de production, 1995

| Production Source<br>Source de production   | Information       |   | Sports     | Music and entertainment<br>Musique et divertissement |                                      |                                 |                              |             | Total |
|---|-------------------|---|------------|--|--------------------------------------|---------------------------------|------------------------------|-------------|-------|
|   | News<br>Nouvelles | Information<br>Autres<br>Nouvelles informations |            | Drama<br>Dramatique                                  | Music/Variety<br>Musique-<br>variété | Game Shows<br>Jeux<br>télévisés | Human<br>Intérêt<br>générale |             |       |
| Programs telecast<br>Émissions devant être diffusées  |                   |   |            |  |                                      |                                 |                              |             |       |
| Canadian programs<br>Émissions canadiennes  |                   |   |            |  |                                      |                                 |                              |             |       |
| Local production<br>(incl. cooperative)   |                   |   |            |  |                                      |                                 |                              |             |       |
| Production local (incluant<br>les co-productions)   | 214,831,162       | 36,949,980                                      | 24,648,802 | 5,074,514  | 15,830,109                           | 5,292,725                       | 31,279,766                   | 333,907,058 |       |
| Programs produced by an<br>affiliated prod. company<br>Émission réalisées par<br>une maison de production<br>affiliée | 52                | 58,816  | 7,318,244  | 2,498,335  | 513,915                              | 608,522                         | 75,378                       | 11,073,262  |       |
| Programs acquired from<br>another stations<br>Émissions acquises<br>d'autres stations                                 | 1,852,980         | 1,713,486                                       | 486,511    | 427,725  | 643,908                              | 349,342                         | 1,215,196                    | 6,689,148   |       |
| Programs of network<br>origination<br>Production de réseau  | 21,144,727        | 4,749,572                                       | 5,828,755  | 192,203  | 1,090,410                            | 27,415                          | 9,120,372                    | 42,153,454  |       |
| Programs acquired from<br>independent producers<br>Émissions acquises de<br>producteurs indépendants                  | 1,109             | 4,545,060                                       | 3,489,730  | 45,009,896   | 10,493,430                           | 5,669,765                       | 1,428,794                    | 70,637,784  |       |
| Special recognition<br>programs<br>Accréditation spéciale   | -                 | 83,338  | -          | 933,673  | 2,400                                | -                               | 6,000                        | 1,025,411   |       |
| Other Canadian programs<br>from any other source<br>Autres émission canadiennes<br>de toute autre source              | -                 | 387,527   | 20,655     | 2,534,353  | 161,382                              | 6,000                           | 151,709                      | 3,261,626   |       |
| Total - Canadian<br>Canadiennes   | 237,830,030       | 48,487,779                                      | 41,792,697 | 56,670,699   | 28,735,554                           | 11,953,769                      | 43,277,215                   | 468,747,743 |       |
| Non-Canadian<br>Non-canadiennes   | 23,586            | 15,275,871                                      | 4,710,096  | 224,372,698  | 4,485,782                            | 11,588,857                      | 20,490,792                   | 280,947,682 |       |
| Total - Programs Telecast<br>- Diffusion<br>D'émissions   | 237,853,616       | 63,763,650                                      | 46,502,793 | 281,043,397  | 33,221,336                           | 23,542,626                      | 63,768,007                   | 749,695,425 |       |
| Other programming expenses<br>Autres dépenses de<br>Programmation   | 1,710,566         | 574,252   | 31,647     | 9,853,241  | 198,199                              | 140,746                         | 803,704                      | 13,312,355  |       |
| Production expenses<br>Dépenses de production   |                   |   |            |  |                                      |                                 |                              |             |       |
| Cost of program sales/syndication Canadian<br>Coût de la vente/souscription d'émissions canadiennes                   |                   |   |            |  |                                      |                                 |                              | 2,376,812   |       |
| Cost of program sales/syndication Non-Canadian<br>Coût de la vente/souscription d'émissions non-canadiennes           |                   |   |            |  |                                      |                                 |                              | 7,510,019   |       |
| Cost of production services sold<br>Coût des services de production vendue  |                   |   |            |  |                                      |                                 |                              | 16,008,604  |       |
| Infomercials- Infopublicités  |                   |   |            |  |                                      |                                 |                              | 24,259      |       |
| Other - autres  |                   |   |            |  |                                      |                                 |                              | 36,278,919  |       |
| Total - Production expenses<br>Dépenses de production   |                   |   |            |  |                                      |                                 |                              | 62,198,613  |       |
| Total - Programming and production expenses<br>Dépenses de programmation et de production                             |                   |   |            |  |                                      |                                 |                              | 825,206,393 |       |

TABLE 26. Program and Production expenses of the Privately Owned Television Industry in Canada, by Production Source, 1995  
Dépenses d'émission de la télévision privée au Canada, par source de production, 1995

| Production Source<br>Source de production   | Information<br>Other<br>News Information<br>Nouvelles informations |     | Sports | Music and entertainment<br>Musique et divertissement |                                  |                              |                                    | Total |
|---|--|-----|--------|--|----------------------------------|------------------------------|------------------------------------|-------|
|   |  |     |        | Drama<br>Dramatique                                  | Music/Variety<br>Musique-variété | Game Shows<br>Jeux télévisés | Human Interest<br>Intérêt générale |       |
| Programs telecast<br>Émissions devant être diffusées  |  |     |        |  |                                  |                              |                                    |       |
| Canadian programs<br>Émissions canadiennes  |  |     |        |  |                                  |                              |                                    |       |
| Local production<br>(incl. cooperative)<br>Production local (incluant les co-productions)                       | 26.0   | 4.5 | 3.0    | 0.6  | 1.9                              | 0.6                          | 3.8                                | 40.5  |
| Programs produced by an<br>affiliated prod. company<br>Émission réalisées par une maison de production affiliée | 0.0  | 0.0 | 0.9    | 0.3  | 0.1                              | 0.1                          | 0.0                                | 1.3   |
| Programs acquired from<br>another stations<br>Émissions acquises d'autres stations                              | 0.2  | 0.2 | 0.1    | 0.1  | 0.1                              | 0.0                          | 0.1                                | 0.8   |
| Programs of network<br>origination<br>Production de réseau  | 2.6  | 0.6 | 0.7    | 0.0  | 0.1                              | 0.0                          | 1.1                                | 5.1   |
| Programs acquired from<br>independent producers<br>Émissions acquises de producteurs indépendants               | 0.0  | 0.6 | 0.4    | 5.5  | 1.3                              | 0.7                          | 0.2                                | 8.6   |
| Special recognition<br>programs<br>Accréditation spéciale   | 0.0  | 0.0 | 0.0    | 0.1  | 0.0                              | 0.0                          | 0.0                                | 0.1   |
| Other Canadian programs<br>from any other source<br>Autres émission canadiennes de toute autre source           | 0.0  | 0.0 | 0.0    | 0.3  | 0.0                              | 0.0                          | 0.0                                | 0.4   |
| Total - Canadian<br>Canadiennes   | 28.8   | 5.9 | 5.1    | 6.9  | 3.5                              | 1.4                          | 5.2                                | 56.8  |
| Non-Canadian<br>Non-canadiennes   | 0.0  | 1.9 | 0.6    | 27.2   | 0.5                              | 1.4                          | 2.5                                | 34.0  |
| Total - Programs Telecast<br>- Diffusion<br>D'émissions   | 28.8   | 7.7 | 5.6    | 34.1   | 4.0                              | 2.9                          | 7.7                                | 90.8  |
| Other programming expenses<br>Autres dépenses de Programmation  | 0.2  | 0.1 | 0.0    | 1.2  | 0.0                              | 0.0                          | 0.1                                | 1.6   |
| Production expenses<br>Dépenses de production   |  |     |        |  |                                  |                              |                                    |       |
| Cost of program sales/syndication Canadian<br>Coût de la vente/souscription d'émissions canadiennes             |  |     |        |  |                                  |                              |                                    | 0.3   |
| Cost of program sales/syndication Non-Canadian<br>Coût de la vente/souscription d'émissions non-canadiennes     |  |     |        |  |                                  |                              |                                    | 0.9   |
| Cost of production services sold<br>Coût des services de production vendue                                      |  |     |        |  |                                  |                              |                                    | 1.9   |
| Infomercials- Infopublicités  |  |     |        |  |                                  |                              |                                    | 0.0   |
| Other - Autres  |  |     |        |  |                                  |                              |                                    | 4.4   |
| Total - Production expenses<br>Dépenses de production   |  |     |        |  |                                  |                              |                                    | 7.5   |
| Total - Programming and production expenses<br>Dépenses de programmation et de production                       |  |     |        |  |                                  |                              |                                    | 100.0 |



TABLE 27. Private Radio and Television, Historical Financial Performance, 1992-1995

TABLEAU 27. Finances des réseaux de l'industrie de la télévision et radio privée, chiffres chronologiques, 1992-1995

|  | 1995          |       | 1994          |       | 1993          |       | 1992          |       |
|--|---------------|-------|---------------|-------|---------------|-------|---------------|-------|
|  | \$            | %     | \$            | %     | \$            | %     | \$            | %     |
| <b>Revenue - Recettes:</b>   |               |       |               |       |               |       |               |       |
| <b>Sale of air time:</b>   |               |       |               |       |               |       |               |       |
| <b>Ventes de temps d'antenne:</b>  |               |       |               |       |               |       |               |       |
| Local  | 912,989,431   | 39.5  | 929,172,958   | 41.2  | 901,926,868   | 40.9  | 911,214,189   | 40.9  |
| National   | 1,053,744,797 | 45.6  | 956,311,773   | 42.4  | 960,319,382   | 43.5  | 960,188,029   | 43.1  |
| Network - Réseau   | 221,261,150   | 9.6   | 226,553,784   | 10.0  | 189,085,172   | 8.6   | 219,457,681   | 9.8   |
| Infomercials - Infopublicités  | 10,092,236    | 0.4   | -             | 0.0   | -             | 0.0   | -             | 0.0   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                      | 2,198,087,614 | 95.1  | 2,112,038,515 | 93.6  | 2,051,331,422 | 93.0  | 2,090,859,899 | 93.8  |
| <b>Production and other -</b>  |               |       |               |       |               |       |               |       |
| <b>Production et autres:</b>   |               |       |               |       |               |       |               |       |
| Syndication -<br>Ventes de droits de diffusion   | 7,814,910     | 0.3   | 31,725,349    | 1.4   | 50,811,051    | 2.3   | 43,919,139    | 2.0   |
| Production   | 61,858,917    | 2.7   | 63,780,086    | 2.8   | 57,172,404    | 2.6   | 54,859,251    | 2.5   |
| Other - Autres   | 43,011,985    | 1.9   | 48,353,996    | 2.1   | 46,207,850    | 2.1   | 39,310,919    | 1.8   |
| Production and other - Total -<br>Production et autres:                                      | 112,685,812   | 4.9   | 143,859,431   | 6.4   | 154,191,305   | 7.0   | 138,089,309   | 6.2   |
| Revenue - Total - Recettes   | 2,310,773,426 | 100.0 | 2,255,897,946 | 100.0 | 2,205,522,727 | 100.0 | 2,228,949,208 | 100.0 |
| <b>Expenses - Dépenses:</b>  |               |       |               |       |               |       |               |       |
| Program - Émissions  | 1,076,553,122 | 46.6  | 1,067,015,897 | 47.3  | 1,038,907,213 | 47.1  | 1,056,061,122 | 47.4  |
| Technical - Services - technique   | 107,502,002   | 4.7   | 103,645,922   | 4.6   | 103,465,482   | 4.7   | 105,129,533   | 4.7   |
| Sales and promotion -<br>Ventes et Promotion:  | 376,289,210   | 16.3  | 367,712,905   | 16.3  | 360,728,025   | 16.4  | 352,692,473   | 15.8  |
| Administration and general -<br>Administration et frais généraux                             | 417,861,551   | 18.1  | 446,576,290   | 19.8  | 439,570,613   | 19.9  | 454,632,573   | 20.4  |
| Depreciation - Amortissement   | 84,091,849    | 3.6   | 85,738,925    | 3.8   | 86,013,247    | 3.9   | 87,958,941    | 3.9   |
| Interest expense - Intérêts versés   | 140,572,998   | 6.1   | 118,529,091   | 5.3   | 143,340,447   | 6.5   | 163,808,009   | 7.3   |
| Expenses - Total - Dépenses  | 2,202,870,732 | 95.3  | 2,189,219,030 | 97.0  | 2,172,025,027 | 98.5  | 2,220,282,651 | 99.6  |
| Net operating income -<br>Recettes d'exploitation nettes                                     | 107,902,694   | 4.7   | 66,678,916    | 3.0   | 33,497,700    | 1.5   | 8,666,557     | 0.4   |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)              | -12,055,104   | -0.4  | -12,785,294   | -0.5  | 6,831,758     | 0.3   | 16,078,939    | 0.7   |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur<br>le revenu | 95,847,590    | 4.1   | 53,893,622    | 2.4   | 40,329,458    | 1.8   | 24,745,496    | 1.1   |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                           | 55,921,114    | 2.4   | 46,783,088    | 2.1   | 30,073,447    | 1.4   | 31,445,679    | 1.4   |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur<br>le revenu  | 39,926,476    | 1.7   | 7,110,534     | 0.3   | 10,256,011    | 0.5   | -6,700,183    | -0.2  |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                     | 848,844,617   | 36.7  | 830,224,667   | 36.8  | 810,021,501   | 36.7  | 816,376,706   | 36.6  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)                   | 17,156        | ...   | 17,524        | ...   | 17,749        | ...   | 18,110        | ...   |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit                 | 319           |       | 304           |       | 258           |       | 268           |       |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte                  | 276           |       | 293           |       | 347           |       | 337           |       |

TABLE 28. Private Television, Historical Financial Performance, 1992-1995

TABLEAU 28. Finances des réseaux de l'industrie de la télévision privée, chiffres chronologiques, 1992-1995

|  | 1995          |       | 1994          |       | 1993          |       | 1992          |       |
|--|---------------|-------|---------------|-------|---------------|-------|---------------|-------|
|  | \$            | %     | \$            | %     | \$            | %     | \$            | %     |
| <b>Revenue - Recettes:</b>   |               |       |               |       |               |       |               |       |
| <b>Sale of air time:</b><br><b>Ventes de temps d'antenne:</b>                                |               |       |               |       |               |       |               |       |
| Local  | 333,500,026   | 21.8  | 356,888,056   | 24.0  | 347,145,399   | 23.7  | 337,206,723   | 23.1  |
| National   | 879,541,212   | 57.5  | 788,773,453   | 52.9  | 796,529,501   | 54.4  | 787,570,232   | 53.9  |
| Network - Réseau   | 220,904,940   | 14.4  | 225,236,131   | 15.1  | 186,201,754   | 12.7  | 216,646,650   | 14.8  |
| Infomercials - Infopublicités  | 10,092,236    | 0.7   | -             | 0.0   | -             | 0.0   | -             | 0.0   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                      | 1,444,038,414 | 94.3  | 1,370,897,640 | 92.0  | 1,329,876,654 | 90.8  | 1,341,423,605 | 91.8  |
| <b>Production and other -</b><br><b>Production et autres:</b>                                |               |       |               |       |               |       |               |       |
| Syndication -<br>Ventes de droits de diffusion   | 6,351,537     | 0.4   | 30,365,533    | 2.0   | 49,757,156    | 3.4   | 42,609,971    | 2.9   |
| Production   | 55,819,624    | 3.6   | 54,372,617    | 3.6   | 53,206,195    | 3.6   | 49,726,209    | 3.4   |
| Other - Autres   | 24,305,009    | 1.6   | 34,424,725    | 2.3   | 31,626,517    | 2.2   | 26,736,486    | 1.8   |
| Production and other - Total -<br>Production et autres:                                      | 86,476,170    | 5.7   | 119,162,875   | 8.0   | 134,589,868   | 9.2   | 119,072,666   | 8.2   |
| Revenue - Total - Recettes   | 1,530,514,584 | 100.0 | 1,490,060,515 | 100.0 | 1,464,466,522 | 100.0 | 1,460,496,271 | 100.0 |
| <b>Expenses - Dépenses:</b>  |               |       |               |       |               |       |               |       |
| Program - Émissions  | 825,206,393   | 53.9  | 820,885,354   | 55.1  | 791,133,076   | 54.0  | 800,898,384   | 54.8  |
| Technical - Services - technique   | 75,485,825    | 4.9   | 71,520,222    | 4.8   | 71,566,099    | 4.9   | 71,864,930    | 4.9   |
| Sales and promotion -<br>Ventes et Promotion:  | 168,201,410   | 11.0  | 154,202,434   | 10.3  | 156,002,164   | 10.7  | 148,085,194   | 10.1  |
| Administration and general -<br>Administration et frais généraux                             | 210,068,652   | 13.7  | 220,629,100   | 14.8  | 212,367,337   | 14.5  | 220,131,162   | 15.1  |
| Depreciation - Amortissement   | 55,673,658    | 3.6   | 56,065,828    | 3.8   | 54,991,501    | 3.8   | 55,709,021    | 3.8   |
| Interest expense - Intérêts versés   | 103,893,034   | 6.8   | 89,930,423    | 6.0   | 100,745,629   | 6.9   | 110,508,212   | 7.6   |
| Expenses - Total - Dépenses  | 1,438,528,972 | 94.0  | 1,413,233,361 | 94.8  | 1,386,805,806 | 94.7  | 1,407,196,903 | 96.4  |
| Net operating income -<br>Recettes d'exploitation nettes                                     | 91,985,612    | 6.0   | 76,827,154    | 5.2   | 77,660,716    | 5.3   | 53,299,368    | 3.6   |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)              | 92,424        | 0.0   | 4,835,976     | 0.3   | 12,703,019    | 0.9   | 3,519,777     | 0.2   |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur<br>le revenu | 92,078,036    | 6.0   | 81,663,130    | 5.5   | 90,363,735    | 6.2   | 56,819,145    | 3.9   |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                           | 47,805,612    | 3.1   | 43,264,271    | 2.9   | 31,911,479    | 2.2   | 27,290,748    | 1.9   |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur<br>le revenu  | 44,272,424    | 2.9   | 38,398,859    | 2.6   | 58,452,256    | 4.0   | 29,528,397    | 2.0   |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                     | 469,029,330   | 30.6  | 444,069,108   | 29.8  | 427,520,295   | 29.2  | 424,694,093   | 29.1  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)                   | 8,193         | ...   | 8,273         | ...   | 8,158         | ...   | 8,297         | ...   |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit                 | 68            |       | 65            |       | 63            |       | 59            |       |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte                  | 32            |       | 37            |       | 43            |       | 45            |       |

TABLE 29. Canadian Broadcasting Corporation Historical Financial Performance, 1992-1995

TABLEAU 29. Finances des réseaux de la Société Radio Canada (SRC), chiffres chronologiques, 1992-1995

|   | 1995           |        | 1994           |        | 1993           |        | 1992           |        |
|---|----------------|--------|----------------|--------|----------------|--------|----------------|--------|
|   | \$             | %      | \$             | %      | \$             | %      | \$             | %      |
| <b>Revenue - Recettes:</b>  |                |        |                |        |                |        |                |        |
| Sale of air time:<br>Ventes de temps d'antenne:                                 |                |        |                |        |                |        |                |        |
| Local   | 29,135,000     | 8.0    | 28,618,000     | 8.2    | 27,840,000     | 8.4    | 30,043,000     | 8.7    |
| National  | 106,553,000    | 29.2   | 99,798,000     | 28.5   | 101,696,000    | 30.6   | 102,893,000    | 29.7   |
| Network - Réseau  | 148,370,000    | 40.7   | 163,219,000    | 46.6   | 152,391,000    | 45.9   | 175,817,000    | 50.8   |
| Infomercials - Infopublicités   | -              | 0.0    | -              | 0.0    | -              | 0.0    | -              | 0.0    |
| Sale of air time - Total -<br>Ventes de temps d'antenne                         | 284,058,000    | 77.9   | 291,635,000    | 83.3   | 281,927,000    | 84.9   | 308,753,000    | 89.2   |
| Other - Autres  | 80,763,000     | 22.1   | 58,644,000     | 16.7   | 50,246,000     | 15.1   | 37,554,000     | 10.8   |
| Revenue - Total - Recettes  | 364,821,000    | 100.0  | 350,279,000    | 100.0  | 332,173,000    | 100.0  | 346,307,000    | 100.0  |
| <b>Expenses - Dépenses:</b>   |                |        |                |        |                |        |                |        |
| Program - Émissions   | 985,758,000    | 270.2  | 968,539,000    | 276.5  | 840,210,000    | 252.9  | 840,566,000    | 242.7  |
| Technical - Services - technique  | 94,547,000     | 25.9   | 91,976,000     | 26.3   | 92,958,000     | 28.0   | 92,877,000     | 26.8   |
| Sales and promotion -<br>Ventes et Promotion:                                   | 64,115,000     | 17.6   | 66,605,000     | 19.0   | 61,367,000     | 18.5   | 61,815,000     | 17.8   |
| Administration and general -<br>Administration et frais généraux                | 222,949,000    | 61.1   | 209,511,000    | 59.8   | 317,620,000    | 95.6   | 301,641,000    | 87.1   |
| Depreciation - Amortissement  | 126,905,000    | 34.8   | 127,650,000    | 36.4   | 89,190,000     | 26.9   | 78,633,000     | 22.7   |
| Interest expense - Intérêts versés  | 30,001,000     | 8.2    | 26,317,000     | 7.5    | 21,835,000     | 6.6    | -              | 0.0    |
| Expenses - Total - Dépenses   | 1,524,275,000  | 417.8  | 1,490,598,000  | 425.5  | 1,423,180,000  | 428.4  | 1,375,532,000  | 397.2  |
| Net operating income -<br>Recettes d'exploitation nettes                        | -1,159,454,000 | -317.7 | -1,140,319,000 | -325.4 | -1,091,007,000 | -328.3 | -1,029,225,000 | -297.1 |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses) | 47,093,000     | 12.9   | 18,515,000     | 5.3    | 21,913,000     | 6.6    | 25,092,000     | 7.2    |
| Net cost of CBC operations -<br>Coût net d'exploitation de Rad                  | -1,112,361,000 | ...    | -1,121,804,000 | ...    | -1,069,094,000 | ...    | -1,004,133,000 | ...    |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux        | 798,713,000    | 218.9  | 783,203,000    | 223.6  | 713,340,000    | 214.7  | 711,313,000    | 205.4  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)      | 11,524         | ...    | 12,298         | ...    | 9,208          | ...    | 9,294          | ...    |



TABLE 30. Private Radio, Historical Financial Performance, 1992-1995

TABLEAU 30. Finances des réseaux de l'industrie de la radiodiffusion privée, chiffres chronologiques, 1992-1995

|   | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|---|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|   | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>  |             |       |             |       |             |       |             |       |
| Sale of air time:<br>Ventes de temps d'antenne:   |             |       |             |       |             |       |             |       |
| Local   | 579,489,405 | 74.3  | 572,284,902 | 74.7  | 554,781,469 | 74.9  | 574,007,466 | 74.7  |
| National  | 174,203,585 | 22.3  | 167,538,320 | 21.9  | 163,789,881 | 22.1  | 172,617,797 | 22.5  |
| Network - Réseau  | 356,210     | 0.0   | 1,317,653   | 0.2   | 2,883,418   | 0.4   | 2,811,031   | 0.4   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                   | 754,049,200 | 96.6  | 741,140,875 | 96.8  | 721,454,768 | 97.4  | 749,436,294 | 97.5  |
| Production and other -<br>Production et autres:   |             |       |             |       |             |       |             |       |
| Syndication -<br>Ventes de droits de diffusion  | 1,463,373   | 0.2   | 1,359,816   | 0.2   | 1,053,895   | 0.1   | 1,309,168   | 0.2   |
| Production  | 6,039,293   | 0.8   | 9,407,469   | 1.2   | 3,966,209   | 0.5   | 5,133,042   | 0.7   |
| Other - Autres  | 18,706,976  | 2.4   | 13,929,271  | 1.8   | 14,581,333  | 2.0   | 12,574,433  | 1.6   |
| Production and other - Total -<br>Production et autres:                                   | 26,209,642  | 3.4   | 24,696,556  | 3.2   | 19,601,437  | 2.6   | 19,016,643  | 2.5   |
| Revenue - Total - Recettes  | 780,258,842 | 100.0 | 765,837,431 | 100.0 | 741,056,205 | 100.0 | 768,452,937 | 100.0 |
| <b>Expenses - Dépenses:</b>   |             |       |             |       |             |       |             |       |
| Program - Émissions   | 251,346,729 | 32.2  | 246,130,543 | 32.1  | 247,774,137 | 33.4  | 255,162,738 | 33.2  |
| Technical - Services - technique  | 32,016,177  | 4.1   | 32,125,700  | 4.2   | 31,899,383  | 4.3   | 33,264,603  | 4.3   |
| Sales and promotion -<br>Ventes et Promotion:   | 208,087,800 | 26.7  | 213,510,471 | 27.9  | 204,725,861 | 27.6  | 204,607,279 | 26.6  |
| Administration and general -<br>Administration et frais généraux                          | 207,792,899 | 26.6  | 225,947,190 | 29.5  | 227,203,276 | 30.7  | 234,501,411 | 30.5  |
| Depreciation - Amortissement  | 28,418,191  | 3.6   | 29,673,097  | 3.9   | 31,021,746  | 4.2   | 32,249,920  | 4.2   |
| Interest expense - Intérêts versés  | 36,679,964  | 4.7   | 28,598,668  | 3.7   | 42,594,818  | 5.7   | 53,299,797  | 6.9   |
| Expenses- Total - Dépense   | 764,341,760 | 98.0  | 775,985,669 | 101.3 | 785,219,221 | 106.0 | 813,085,748 | 105.8 |
| Net operating income -<br>Recettes d'exploitation nettes                                  | 15,917,082  | 2.0   | -10,148,238 | -1.2  | -44,163,016 | -5.9  | -44,632,811 | -5.7  |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)           | -12,147,528 | -1.5  | -17,621,270 | -2.2  | -5,871,261  | -0.7  | 12,559,162  | 1.6   |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur le revenu | 3,769,554   | 0.5   | -27,769,508 | -3.5  | -50,034,277 | -6.7  | -32,073,649 | -4.1  |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                        | 8,115,502   | 1.0   | 3,518,817   | 0.5   | -1,838,032  | -0.1  | 4,154,931   | 0.5   |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur le revenu  | -4,345,948  | -0.5  | -31,288,325 | -4.0  | -48,196,245 | -6.4  | -36,228,580 | -4.6  |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                  | 379,815,287 | 48.7  | 386,155,559 | 50.4  | 382,501,206 | 51.6  | 391,682,613 | 51.0  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)                | 8,963       | ...   | 9,251       | ...   | 9,591       | ...   | 9,813       | ...   |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit              | 251         |       | 239         |       | 195         |       | 209         |       |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte               | 244         |       | 256         |       | 304         |       | 292         |       |

TABLE 31. Private AM Radio, Historical Financial Performance, 1992-1995

TABLEAU 31. Finances des réseaux de l'industrie de la radiodiffusion ma privée, chiffres chronologiques 1992-1995

|  | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|  | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>   |             |       |             |       |             |       |             |       |
| <b>Sale of air time:</b>   |             |       |             |       |             |       |             |       |
| <b>Ventes de temps d'antenne:</b>  |             |       |             |       |             |       |             |       |
| Local  | 257,626,525 | 79.1  | 282,917,337 | 79.8  | 294,076,404 | 79.4  | 319,148,023 | 78.2  |
| National   | 57,005,533  | 17.5  | 62,542,088  | 17.6  | 66,924,172  | 18.1  | 79,351,722  | 19.4  |
| Network - Réseau   | 304,482     | 0.1   | 732,978     | 0.2   | 1,288,433   | 0.3   | 1,057,169   | 0.3   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                      | 314,936,540 | 96.7  | 346,192,403 | 97.6  | 362,289,009 | 97.8  | 399,556,914 | 97.9  |
| <b>Production and other -</b>  |             |       |             |       |             |       |             |       |
| <b>Production et autres:</b>   |             |       |             |       |             |       |             |       |
| Syndication -<br>Ventes de droits de diffusion   | 46,439      | 0.0   | 38,661      | 0.0   | -           | 0.0   | 23,624      | 0.0   |
| Production   | 2,767,425   | 0.8   | 2,659,465   | 0.8   | 2,291,527   | 0.6   | 3,649,650   | 0.9   |
| Other - Autres   | 8,095,445   | 2.5   | 5,646,483   | 1.6   | 5,803,163   | 1.6   | 4,956,147   | 1.2   |
| Production and other - Total -<br>Production et autres:                                      | 10,909,309  | 3.3   | 8,344,609   | 2.4   | 8,094,690   | 2.2   | 8,629,421   | 2.1   |
| Revenue - Total - Recettes   | 325,845,849 | 100.0 | 354,537,012 | 100.0 | 370,383,699 | 100.0 | 408,186,335 | 100.0 |
| <b>Expenses - Dépenses:</b>  |             |       |             |       |             |       |             |       |
| Program - Émissions  | 125,463,360 | 38.5  | 136,737,262 | 38.6  | 139,730,409 | 37.7  | 148,924,979 | 36.5  |
| Technical - Services - technique   | 17,342,151  | 5.3   | 18,653,337  | 5.3   | 19,246,628  | 5.2   | 21,029,263  | 5.2   |
| Sales and promotion -<br>Ventes et Promotion:  | 90,885,669  | 27.9  | 102,763,247 | 29.0  | 104,860,975 | 28.3  | 111,762,093 | 27.4  |
| Administration and general -<br>Administration et frais généraux                             | 104,763,587 | 32.2  | 119,770,260 | 33.8  | 127,704,887 | 34.5  | 136,148,966 | 33.4  |
| Depreciation - Amortissement   | 15,897,025  | 4.9   | 17,692,002  | 5.0   | 18,793,251  | 5.1   | 19,926,114  | 4.9   |
| Interest expense - Intérêts versés   | 16,934,251  | 5.2   | 16,331,342  | 4.6   | 19,219,768  | 5.2   | 28,665,660  | 7.0   |
| Expenses - Total - Dépenses  | 371,286,043 | 113.9 | 411,947,450 | 116.2 | 429,555,918 | 116.0 | 466,457,075 | 114.3 |
| Net operating income -<br>Recettes d'exploitation nettes                                     | -45,440,194 | -13.8 | -57,410,438 | -16.1 | -59,172,219 | -15.9 | -58,270,740 | -14.2 |
| Other adjustments-income (expense) -<br>Autres radssements-revenus (dépenses)                | -2,412,320  | -0.6  | -9,107,723  | -2.5  | -1,135,548  | -0.2  | 8,245,327   | 2.0   |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur<br>le revenu | -47,852,514 | -14.6 | -66,518,161 | -18.7 | -60,307,767 | -16.2 | -50,025,413 | -12.2 |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                           | -9,563,798  | -2.8  | -14,430,312 | -4.0  | -9,630,149  | -2.5  | -9,324,962  | -2.2  |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur<br>le revenu  | -38,288,716 | -11.7 | -52,087,849 | -14.6 | -50,677,618 | -13.6 | -40,700,451 | -9.9  |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                     | 191,039,309 | 58.6  | 211,214,594 | 59.6  | 219,234,046 | 59.2  | 232,170,488 | 56.9  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)                   | 5,040       | ...   | 5,472       | ...   | 5,805       | ...   | 6,121       | ...   |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit                 | 133         |       | 136         |       | 108         |       | 133         |       |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte                  | 168         |       | 173         |       | 207         |       | 190         |       |

TABLE 32. Private FM Radio, Historical Financial Performance, 1992-1995

TABLEAU 32. Finances des réseaux de l'industrie de la radiodiffusion mf privée, chiffres chronologiques 1992-1995

|  | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|  | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>   |             |       |             |       |             |       |             |       |
| <b>Sale of air time:</b>   |             |       |             |       |             |       |             |       |
| <b>Ventes de temps d'antenne:</b>  |             |       |             |       |             |       |             |       |
| Local  | 320,278,115 | 72.4  | 288,924,448 | 73.8  | 260,339,954 | 73.8  | 254,366,846 | 74.1  |
| National   | 111,486,300 | 25.2  | 94,469,484  | 24.1  | 84,857,957  | 24.1  | 82,355,341  | 24.0  |
| Network - Réseau   | 747,927     | 0.2   | 1,002,719   | 0.3   | 1,432,479   | 0.4   | 1,581,934   | 0.5   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                      | 432,512,342 | 97.8  | 384,396,651 | 98.2  | 346,630,390 | 98.3  | 338,304,121 | 98.5  |
| <b>Production and other -<br/>Production et autres:</b>                                      |             |       |             |       |             |       |             |       |
| Syndication -<br>Ventes de droits de diffusion   | 5,755       | 0.0   | -           | 0.0   | 111,741     | 0.0   | 505,279     | 0.1   |
| Production   | 3,271,375   | 0.7   | 1,888,773   | 0.5   | 1,673,791   | 0.5   | 1,483,392   | 0.4   |
| Other - Autres   | 6,344,227   | 1.4   | 5,004,570   | 1.3   | 4,214,832   | 1.2   | 3,090,185   | 0.9   |
| Production and other - Total -<br>Production et autres:                                      | 9,621,357   | 2.2   | 6,893,343   | 1.8   | 6,000,364   | 1.7   | 5,078,856   | 1.5   |
| Revenue - Total - Recettes   | 442,133,699 | 100.0 | 391,289,994 | 100.0 | 352,630,754 | 100.0 | 343,382,977 | 100.0 |
| <b>Expenses - Dépenses:</b>  |             |       |             |       |             |       |             |       |
| Program - Émissions  | 118,797,875 | 26.9  | 101,718,606 | 26.0  | 97,499,130  | 27.6  | 96,472,058  | 28.1  |
| Technical - Services - technique   | 13,745,294  | 3.1   | 12,814,609  | 3.3   | 12,010,001  | 3.4   | 11,501,117  | 3.3   |
| Sales and promotion -<br>Ventes et Promotion:  | 115,761,687 | 26.2  | 106,944,416 | 27.3  | 95,884,166  | 27.2  | 89,582,099  | 26.1  |
| Administration and general -<br>Administration et frais généraux                             | 96,262,371  | 21.8  | 99,196,924  | 25.4  | 93,354,427  | 26.5  | 90,669,950  | 26.4  |
| Depreciation - Amortissement   | 12,303,554  | 2.8   | 11,634,576  | 3.0   | 11,887,938  | 3.4   | 12,096,970  | 3.5   |
| Interest expense - Intérêts versés   | 19,025,258  | 4.3   | 10,929,868  | 2.8   | 22,101,909  | 6.3   | 23,712,548  | 6.9   |
| Expenses - Total - Dépenses  | 375,896,039 | 85.0  | 343,238,999 | 87.7  | 332,737,571 | 94.4  | 324,034,742 | 94.4  |
| Net operating income -<br>Recettes d'exploitation nettes                                     | 66,237,660  | 15.0  | 48,050,995  | 12.3  | 19,893,183  | 5.6   | 19,348,235  | 5.6   |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)              | -8,301,186  | -1.8  | -4,546,481  | -1.1  | -4,871,434  | -1.3  | 4,795,712   | 1.4   |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur<br>le revenu | 57,936,474  | 13.1  | 43,504,514  | 11.1  | 15,021,749  | 4.3   | 24,143,947  | 7.0   |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                           | 19,482,090  | 4.4   | 18,807,173  | 4.8   | 9,623,895   | 2.7   | 14,422,784  | 4.2   |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur<br>le revenu  | 38,454,384  | 8.7   | 24,697,341  | 6.3   | 5,397,854   | 1.5   | 9,721,163   | 2.8   |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                     | 183,441,589 | 41.5  | 168,334,695 | 43.0  | 157,294,077 | 44.6  | 153,430,370 | 44.7  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)                   | 3,812       | ...   | 3,659       | ...   | 3,684       | ...   | 3,570       | ...   |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit                 | 112         |       | 96          |       | 81          |       | 73          |       |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte                  | 64          |       | 75          |       | 88          |       | 90          |       |

TABLE 33. Private Network Radio, Historical Financial Performance, 1992-1995

TABLEAU 33. Finances des réseaux de l'industrie de la radio, chiffres chronologiques 1992-1995

|  | 1995       |       | 1994       |       | 1993       |       | 1992       |       |
|--|------------|-------|------------|-------|------------|-------|------------|-------|
|  | \$         | %     | \$         | %     | \$         | %     | \$         | %     |
| <b>Revenue - Recettes:</b>   |            |       |            |       |            |       |            |       |
| Sale of air time:  |            |       |            |       |            |       |            |       |
| Ventes de temps d'antenne:   |            |       |            |       |            |       |            |       |
| Local  | 1,584,765  | 12.9  | 443,117    | 2.2   | 365,111    | 2.0   | 492,597    | 2.9   |
| National   | 5,711,752  | 46.5  | 10,526,748 | 52.6  | 12,007,752 | 66.6  | 10,910,734 | 64.6  |
| Network - Réseau   | -696,199   | -5.6  | -418,044   | -2.0  | 162,506    | 0.9   | 171,928    | 1.0   |
| Sale of air time - Total -<br>Ventes de temps d'antenne                                      | 6,600,318  | 53.8  | 10,551,821 | 52.7  | 12,535,369 | 69.5  | 11,575,259 | 68.6  |
| Production and other -   |            |       |            |       |            |       |            |       |
| Production et autres:  |            |       |            |       |            |       |            |       |
| Syndication -  |            |       |            |       |            |       |            |       |
| Ventes de droits de diffusion  | 1,411,179  | 11.5  | 1,321,155  | 6.6   | 942,154    | 5.2   | 780,265    | 4.6   |
| Production   | 493        | 0.0   | 4,859,231  | 24.3  | 891        | 0.0   | -          | 0.0   |
| Other - Autres   | 4,267,304  | 34.8  | 3,278,218  | 16.4  | 4,563,338  | 25.3  | 4,528,101  | 26.8  |
| Production and other - Total -<br>Production et autres:                                      | 5,678,976  | 46.2  | 9,458,604  | 47.3  | 5,506,383  | 30.5  | 5,308,366  | 31.4  |
| Revenue - Total - Recettes   | 12,279,294 | 100.0 | 20,010,425 | 100.0 | 18,041,752 | 100.0 | 16,883,625 | 100.0 |
| <b>Expenses - Dépenses:</b>  |            |       |            |       |            |       |            |       |
| Program - Émissions  | 7,085,494  | 57.7  | 7,674,675  | 38.4  | 10,544,598 | 58.4  | 9,765,701  | 57.8  |
| Technical - Services - technique   | 928,732    | 7.6   | 657,754    | 3.3   | 642,754    | 3.6   | 734,223    | 4.3   |
| Sales and promotion -<br>Ventes et Promotion:  | 1,440,444  | 11.7  | 3,802,808  | 19.0  | 3,980,720  | 22.1  | 3,263,087  | 19.3  |
| Administration and general -<br>Administration et frais généraux                             | 6,766,941  | 55.1  | 6,980,006  | 34.9  | 6,143,962  | 34.1  | 7,682,495  | 45.5  |
| Depreciation - Amortissement   | 217,612    | 1.8   | 346,519    | 1.7   | 340,557    | 1.9   | 226,836    | 1.3   |
| Interest expense - Intérêts versés   | 720,455    | 5.9   | 1,337,458  | 6.7   | 1,273,141  | 7.1   | 921,589    | 5.5   |
| Expenses - Total - Dépenses  | 17,159,678 | 139.7 | 20,799,220 | 103.9 | 22,925,732 | 127.1 | 22,593,931 | 133.8 |
| Net operating income -<br>Recettes d'exploitation nettes                                     | -4,880,384 | -39.6 | -788,795   | -3.8  | -4,883,980 | -27.0 | -5,710,306 | -33.7 |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)              | -1,434,022 | -11.6 | -3,967,066 | -19.7 | 135,721    | 0.8   | -481,877   | -2.8  |
| Net income (loss) before income taxes -<br>Bénéfice net (perte) avant impôt sur<br>le revenu | -6,314,406 | -51.3 | -4,755,861 | -23.7 | -4,748,259 | -26.2 | -6,192,183 | -36.6 |
| Provision for income taxes -<br>Provision pour impôt sur le revenu                           | -1,802,790 | -14.6 | -858,044   | -4.2  | -1,831,778 | -10.1 | -942,891   | -5.5  |
| Net income (loss) after income taxes -<br>Bénéfice net (perte) après impôt sur<br>le revenu  | -4,511,616 | -36.6 | -3,897,817 | -19.4 | -2,916,481 | -16.1 | -5,249,292 | -31.0 |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                     | 5,334,389  | 43.4  | 6,606,270  | 33.0  | 5,973,083  | 33.1  | 6,081,755  | 36.0  |
| Number of employees (weekly average) -<br>Effectifs (moyenne hebdomadaire)                   | 111        | ...   | 120        | ...   | 102        | ...   | 122        | ...   |
| Reporting units showing profits -<br>Unités déclarantes démontrant un profit                 | 6          |       | 7          |       | 6          |       | 3          |       |
| Reporting units showing losses -<br>Unités déclarantes démontrant une perte                  | 12         |       | 8          |       | 9          |       | 12         |       |



TABLE 34. Non-Commercial Radio and Television, Historical Financial Performance, 1995-1992

TABLEAU 34. Résultats financiers des réseaux de radio et télévision non-commerciales  
chiffres chronologiques, 1995-1992

|  | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|  | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>   |             |       |             |       |             |       |             |       |
| Local time sales -<br>Ventes locales de temps d'antenne  | 10,326,193  | 4.9   | 10,021,084  | 4.5   | 3,079,051   | 1.5   | 2,387,575   | 1.1   |
| National time sales -<br>Ventes nationales de temps d'antenne  | 500,809     | 0.2   | 335,558     | 0.1   | 6,008,399   | 2.9   | 5,454,355   | 2.6   |
| Grants - Subventions   | 155,493,786 | 73.3  | 165,255,770 | 73.6  | 154,349,431 | 73.6  | 137,745,058 | 66.0  |
| Syndication and production revenue -<br>Ventes de droits de diffusion et -<br>services de production | 5,024,501   | 2.4   | 4,956,536   | 2.2   | 584,087     | 0.3   | 455,150     | 0.2   |
| Other revenue - Autres revenus   | 45,228,534  | 21.3  | 43,946,493  | 19.6  | 45,775,985  | 21.8  | 62,782,923  | 30.1  |
| Revenue - Total - Recettes   | 212,002,250 | 100.0 | 224,515,441 | 100.0 | 209,796,953 | 100.0 | 208,825,061 | 100.0 |
| <b>Expenses - Dépenses:</b>  |             |       |             |       |             |       |             |       |
| Program - Émissions  | 124,479,211 | 58.7  | 124,428,215 | 55.4  | 121,818,726 | 58.1  | 116,904,061 | 56.0  |
| Technical - Services - techniques  | 32,367,672  | 15.3  | 37,738,670  | 16.8  | 34,772,488  | 16.6  | 28,754,227  | 13.8  |
| Sales and promotion -<br>Ventes et promotion   | 16,595,649  | 7.8   | 16,054,878  | 7.2   | 18,521,158  | 8.8   | 19,124,148  | 9.2   |
| Administration and general -<br>Administration et frais généraux                                     | 47,407,391  | 22.4  | 48,546,233  | 21.6  | 36,513,520  | 17.4  | 32,166,240  | 15.4  |
| Depreciation - Amortissement   | 4,573,150   | 2.2   | 3,903,847   | 1.7   | 3,138,347   | 1.5   | 3,122,027   | 1.5   |
| Interest expense - Intérêts versés   | 1,253,416   | 0.6   | 2,322,467   | 1.0   | 3,025,220   | 1.4   | 3,063,764   | 1.5   |
| Expenses - Total - Dépenses  | 209,406,578 | 98.8  | 232,999,779 | 103.8 | 217,789,459 | 103.8 | 203,134,467 | 97.3  |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)                      | 703,896     | 0.3   | 172,478     | 0.1   | 96,602      | 0.0   | 579,830     | 0.3   |
| Operating income (loss) -<br>Bénéfice net (perte) d'exploitation                                     | -13,955,877 | -6.5  | -8,311,860  | -3.6  | -7,895,904  | -3.7  | 6,270,424   | 3.0   |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                             | 91,684,713  | 43.2  | 94,229,920  | 42.0  | 94,331,461  | 45.0  | 91,993,557  | 44.1  |
| Number of employees (weekly<br>average) - Nombre de salariés<br>(moyenne hebdomadaire)               | 2,177       |       | 2,250       |       | 2,176       |       | 1,967       |       |

TABLE 35. Non-Commercial Television, Historical Financial Performance, 1995-1992

TABLEAU 35. Résultats financiers des réseaux de télévision non-commerciales  
chiffres chronologiques, 1995-1992

|  | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|--|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|  | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>   |             |       |             |       |             |       |             |       |
| Local time sales -<br>Ventes locales de temps d'antenne  | 5,345,724   | 2.9   | 5,877,161   | 3.0   | 231,517     | 0.1   | 154,861     | 0.1   |
| National time sales -<br>Ventes nationales de temps d'antenne  | -           | 0.0   | -           | 0.0   | 5,774,566   | 3.1   | 5,342,878   | 2.8   |
| Grants - Subventions   | 143,732,391 | 78.4  | 152,947,144 | 77.8  | 144,134,375 | 77.4  | 128,049,769 | 67.9  |
| Syndication and production revenue -<br>Ventes de droits de diffusion et -<br>services de production | 4,975,607   | 2.7   | 4,743,859   | 2.4   | 457,167     | 0.2   | 333,947     | 0.2   |
| Other revenue - Autres revenus   | 29,265,540  | 16.0  | 33,077,139  | 16.8  | 35,555,410  | 19.1  | 54,794,877  | 29.0  |
| Revenue - Total - Recettes   | 183,278,014 | 100.0 | 196,645,303 | 100.0 | 186,153,035 | 100.0 | 188,676,332 | 100.0 |
| <b>Expenses - Dépenses:</b>  |             |       |             |       |             |       |             |       |
| Program - Émissions  | 117,731,923 | 64.2  | 118,316,810 | 60.2  | 115,159,186 | 61.9  | 110,093,708 | 58.4  |
| Technical - Services - techniques  | 29,422,768  | 16.1  | 34,801,801  | 17.7  | 31,703,185  | 17.0  | 26,489,195  | 14.0  |
| Sales and promotion -<br>Ventes et promotion   | 14,157,155  | 7.7   | 13,780,925  | 7.0   | 16,744,050  | 9.0   | 17,432,438  | 9.2   |
| Administration and general -<br>Administration et frais généraux                                     | 31,810,195  | 17.4  | 33,089,904  | 16.8  | 26,567,619  | 14.3  | 23,562,094  | 12.5  |
| Depreciation - Amortissement   | 3,950,343   | 2.2   | 3,490,971   | 1.8   | 3,017,739   | 1.6   | 3,011,411   | 1.6   |
| Interest expense - Intérêts versés   | 1,026,919   | 0.6   | 2,085,036   | 1.1   | 2,727,006   | 1.5   | 2,851,148   | 1.5   |
| Expenses - Total - Dépenses  | 197,353,283 | 107.7 | 205,569,516 | 104.5 | 195,918,785 | 105.2 | 183,439,994 | 97.2  |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)                      | 1,393,922   | 0.8   | 1,133,158   | 0.6   | 1,452,503   | 0.8   | 1,335,451   | 0.7   |
| Operating income (loss) -<br>Bénéfice net (perte) d'exploitation                                     | -13,427,367 | -7.2  | -7,791,055  | -3.9  | -8,313,247  | -4.4  | 6,571,789   | 3.5   |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                             | 80,077,014  | 43.7  | 83,835,689  | 42.6  | 86,350,110  | 46.4  | 84,832,221  | 45.0  |
| Number of employees (weekly<br>average) - Nombre de salariés<br>(moyenne hebdomadaire)               | 1,629       |       | 1,693       |       | 1,549       |       | 1,517       |       |

TABLE 36. Non-Commercial Radio, Historical Financial Performance, 1995-1992

TABLEAU 36. Résultats financiers des réseaux de radio non-commerciales  
chiffres chronologiques, 1995-1992

|  | 1995       |       | 1994       |       | 1993       |       | 1992       |       |
|--|------------|-------|------------|-------|------------|-------|------------|-------|
|  | \$         | %     | \$         | %     | \$         | %     | \$         | %     |
| <b>Revenue - Recettes:</b>   |            |       |            |       |            |       |            |       |
| Local time sales -<br>Ventes locales de temps d'antenne  | 4,980,469  | 17.3  | 4,143,923  | 14.9  | 2,847,534  | 12.0  | 2,232,714  | 11.1  |
| National time sales -<br>Ventes nationales de temps d'antenne  | 500,809    | 1.7   | 335,558    | 1.2   | 233,833    | 1.0   | 111,477    | 0.6   |
| Grants - Subventions   | 11,761,395 | 40.9  | 12,308,626 | 44.2  | 10,215,056 | 43.2  | 9,695,289  | 48.1  |
| Syndication and production revenue -<br>Ventes de droits de diffusion et -<br>services de production | 48,894     | 0.2   | 212,677    | 0.8   | 126,920    | 0.5   | 121,203    | 0.6   |
| Other revenue - Autres revenus   | 15,962,994 | 55.6  | 10,869,354 | 39.0  | 10,220,575 | 43.2  | 7,988,046  | 39.6  |
| Revenue - Total - Recettes   | 28,724,236 | 100.0 | 27,870,138 | 100.0 | 23,643,918 | 100.0 | 20,148,729 | 100.0 |
| <b>Expenses - Dépenses:</b>  |            |       |            |       |            |       |            |       |
| Program - Émissions  | 6,747,288  | 23.5  | 6,111,405  | 21.9  | 6,659,540  | 28.2  | 6,810,353  | 33.8  |
| Technical - Services - techniques  | 2,944,904  | 10.3  | 2,936,869  | 10.5  | 3,069,303  | 13.0  | 2,265,032  | 11.2  |
| Sales and promotion -<br>Ventes et promotion   | 2,438,494  | 8.5   | 2,273,953  | 8.2   | 1,777,108  | 7.5   | 1,691,710  | 8.4   |
| Administration and general -<br>Administration et frais généraux                                     | 15,597,196 | 54.3  | 15,456,329 | 55.5  | 9,945,901  | 42.1  | 8,604,146  | 42.7  |
| Depreciation - Amortissement   | 622,807    | 2.2   | 412,876    | 1.5   | 120,608    | 0.5   | 110,616    | 0.5   |
| Interest expense - Intérêts versés   | 226,497    | 0.8   | 237,431    | 0.9   | 298,214    | 1.3   | 212,616    | 1.1   |
| Expenses - Total - Dépenses  | 12,053,295 | 42.0  | 27,430,263 | 98.4  | 21,870,674 | 92.5  | 19,694,473 | 97.7  |
| Other adjustments-income (expense) -<br>Autres redressements-revenus (dépenses)                      | -690,026   | -2.3  | -960,680   | -3.3  | -1,355,901 | -5.6  | -755,621   | -3.7  |
| Operating income (loss) -<br>Bénéfice net (perte) d'exploitation                                     | -528,510   | -1.7  | -520,805   | -1.8  | 417,343    | 1.8   | -301,365   | -1.4  |
| Salaries and other staff benefits -<br>Rémunération et avantages sociaux                             | 11,607,699 | 40.4  | 10,394,231 | 37.3  | 7,981,351  | 33.8  | 7,161,336  | 35.5  |
| Number of employees (weekly<br>average) - Nombre de salariés<br>(moyenne hebdomadaire)               | 548        |       | 557        |       | 627        |       | 450        |       |

TABLE 37. Pay and Specialty Services, Historical Financial Performance, 1992-1995

TABLEAU 37. Finances de la télévision payante et des services facultatifs, chiffres chronologiques 1992-1995

|   | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|---|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|   | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>  |             |       |             |       |             |       |             |       |
| Residential and commercial -<br>Résidentiel et commercial                 | 434,061,118 | 75.3  | 345,019,268 | 73.1  | 322,963,957 | 73.6  | 292,221,749 | 74.0  |
| Direct-to-home satellite -<br>Satellites de radiodiffusion direct         | 1,978,529   | 0.3   | 2,082,930   | 0.4   | 2,089,890   | 0.5   | 1,547,180   | 0.4   |
| Local advertising -<br>Publicité locale                                   | 5,391,493   | 0.9   | 3,525,691   | 0.7   | 2,123,758   | 0.5   | 1,274,039   | 0.3   |
| National advertising -<br>Publicité nationale                             | 110,765,405 | 19.2  | 101,982,456 | 21.6  | 92,470,024  | 21.1  | 81,832,236  | 20.7  |
| Other revenue - Autres revenus  | 24,163,241  | 4.2   | 19,225,179  | 4.1   | 18,983,015  | 4.3   | 18,309,257  | 4.6   |
| Revenue - Total - Recettes  | 576,259,786 | 100.0 | 471,835,524 | 100.0 | 438,630,644 | 100.0 | 395,103,461 | 100.0 |
| <b>Expenses - Dépenses:</b>   |             |       |             |       |             |       |             |       |
| Program acquisitions -<br>Acquisitions d'émissions                        | 264,682,570 | 45.9  | 203,144,869 | 43.1  | 185,624,048 | 42.3  | 154,105,495 | 39.0  |
| Program investments -<br>Investissements dans des émissions               | 9,785,592   | 1.7   | 9,491,967   | 2.0   | 7,696,884   | 1.8   | 7,868,650   | 2.0   |
| Program related expense -<br>Frais reliés à la programmation              | 28,356,415  | 4.9   | 19,875,760  | 4.2   | 17,583,973  | 4.0   | 20,275,380  | 5.1   |
| Technical - Services - techniques   | 58,514,496  | 10.2  | 44,853,169  | 9.5   | 48,049,013  | 11.0  | 44,155,920  | 11.2  |
| Sales and promotion - Ventes et promotion                                 | 60,053,489  | 10.4  | 48,050,722  | 10.2  | 48,674,625  | 11.1  | 43,196,118  | 10.9  |
| Administration and general -<br>Administration et frais généraux          | 49,516,809  | 8.6   | 44,340,040  | 9.4   | 45,130,552  | 10.3  | 35,226,667  | 8.9   |
| Expenses - Total - Dépenses   | 470,909,374 | 81.7  | 369,666,631 | 78.3  | 352,759,095 | 80.4  | 304,828,230 | 77.2  |
| <b>Operating income -<br/>Recettes d'exploitation</b>                     |             |       |             |       |             |       |             |       |
| Depreciation - Amortissement  | 7,074,008   | 1.2   | 5,280,150   | 1.1   | 7,002,311   | 1.6   | 5,284,459   | 1.3   |
| Profit before interest and taxes -<br>Bénéfice avant intérêts et impôts   | 98,376,404  | 17.1  | 96,888,843  | 20.5  | 78,869,238  | 18.0  | 85,071,772  | 21.5  |
| Interest expense - Intérêts versés  | 16,571,855  | 2.9   | 10,488,767  | 2.2   | 9,551,450   | 2.2   | 8,021,809   | 2.0   |
| Adjustments - Redressements   | 7,812,907   | 1.4   | 6,650,834   | 1.4   | 3,924,255   | 0.9   | 3,997,258   | 1.0   |
| Pre-tax profit -<br>Bénéfice avant impôts                                 | 73,991,642  | 12.8  | 79,749,242  | 16.9  | 65,393,533  | 14.9  | 73,052,705  | 18.5  |
| <b>CANADIAN PROGRAM EXPENDITURES<br/>FRAIS POUR ÉMISSIONS CANADIENNES</b> |             |       |             |       |             |       |             |       |
| Acquisition of rights -<br>Acquisitions de droits de diffusion            | 104,338,954 | 22.1  | 62,172,106  | 13.2  | 65,157,952  | 14.9  | 46,821,503  | 11.9  |
| Script and concept -<br>Scénarios et concepts                             | 3,227,084   | 0.6   | 2,498,412   | 0.5   | 2,386,709   | 0.5   | 2,244,375   | 0.6   |
| Filler programs -<br>Matériel d'intermède                                 | 3,693,187   | 0.6   | 1,608,786   | 0.3   | 1,505,456   | 0.3   | 1,552,167   | 0.4   |
| Program - Production - d'émissions  | 107,749,092 | 18.7  | 76,122,887  | 16.1  | 63,432,016  | 14.5  | 50,660,195  | 12.8  |
| Program investments -<br>Investissements dans des émissions               | 18,545,202  | 3.2   | 12,876,569  | 2.7   | 10,162,620  | 2.3   | 11,710,418  | 3.0   |
| Total Canadian programs -<br>Total des émissions canadiennes              | 237,553,519 | 41.2  | 155,280,760 | 32.9  | 142,644,753 | 32.5  | 112,988,658 | 28.6  |
| Salaries -Total- Rémunérations  | 99,661,345  | 17.3  | 74,545,848  | 15.8  | 72,222,989  | 16.5  | 62,534,277  | 15.8  |
| Staff - Effectifs   | 1,978       |       | 1,487       |       | 1,427       |       | 1,346       |       |

Data source  
CRTC Industry Statistics and Analysis  
BROADCAST ANALYSIS BRANCH

Source des données  
CRTC Groupe des statistiques et de l'analyse de l'industrie  
ANALYSE DE LA RADIODIFFUSION



TABLE 38. Specialty Services, Historical Financial Performance, 1992-1995

TABLEAU 38. Finances des services facultatifs, chiffres chronologiques 1992-1995

|   | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|---|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|   | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>  |             |       |             |       |             |       |             |       |
| Residential and commercial -<br>Résidentiel et commercial                 | 310,643,128 | 68.8  | 227,468,754 | 64.4  | 207,848,195 | 64.5  | 182,493,822 | 64.3  |
| Direct-to-home satellite -<br>Satellites de radiodiffusion direct         | 903,300     | 0.2   | 940,472     | 0.3   | 729,713     | 0.2   | 321,322     | 0.1   |
| Local advertising -<br>Publicité locale                                   | 5,391,493   | 1.2   | 3,525,691   | 1.0   | 2,123,758   | 0.7   | 1,088,769   | 0.4   |
| National advertising -<br>Publicité nationale                             | 110,765,405 | 24.5  | 101,982,456 | 28.9  | 92,470,024  | 28.7  | 81,686,668  | 28.8  |
| Other revenue - Autres revenus  | 24,091,853  | 5.3   | 19,201,982  | 5.4   | 18,894,038  | 5.9   | 18,203,546  | 6.4   |
| Revenue - Total - Recettes  | 451,795,179 | 100.0 | 353,119,355 | 100.0 | 322,065,728 | 100.0 | 283,794,127 | 100.0 |
| <b>Expenses - Dépenses:</b>   |             |       |             |       |             |       |             |       |
| Program acquisitions -<br>Acquisitions d'émissions                        | 203,683,199 | 45.1  | 144,688,637 | 41.0  | 128,459,222 | 39.9  | 101,330,422 | 35.7  |
| Program investments -<br>Investissements dans des émissions               | 7,124,029   | 1.6   | 5,809,109   | 1.6   | 3,787,894   | 1.2   | 4,292,054   | 1.5   |
| Program related expense -<br>Frais reliés à la programmation              | 25,435,632  | 5.6   | 17,496,774  | 5.0   | 15,293,098  | 4.7   | 17,706,533  | 6.2   |
| Technical - Services - techniques   | 45,343,266  | 10.0  | 33,905,963  | 9.6   | 37,209,596  | 11.6  | 34,597,180  | 12.2  |
| Sales and promotion - Ventes et promotion                                 | 44,155,655  | 9.8   | 33,061,567  | 9.4   | 33,543,783  | 10.4  | 28,070,062  | 9.9   |
| Administration and general -<br>Administration et frais généraux          | 40,638,778  | 9.0   | 34,951,647  | 9.9   | 36,013,302  | 11.2  | 26,051,893  | 9.2   |
| Expenses - Total - Dépenses   | 366,380,559 | 81.1  | 269,823,801 | 76.4  | 254,306,895 | 79.0  | 212,048,144 | 74.7  |
| Operating income -<br>Recettes d'exploitation                             | 85,114,620  | 18.8  | 83,295,654  | 23.6  | 67,758,833  | 21.0  | 71,745,983  | 25.3  |
| Depreciation - Amortissement  | 6,012,810   | 1.3   | 4,359,407   | 1.2   | 5,792,351   | 1.8   | 4,393,285   | 1.5   |
| Profit before interest and taxes -<br>Bénéfice avant intérêts et impôts   | 79,401,810  | 17.6  | 78,936,247  | 22.4  | 61,966,482  | 19.2  | 67,352,698  | 23.7  |
| Interest expense - Intérêts versés  | 11,667,292  | 2.6   | 6,627,685   | 1.9   | 5,551,537   | 1.7   | 5,095,497   | 1.8   |
| Adjustments - Redressements   | 10,114,615  | 2.2   | 7,261,551   | 2.1   | 4,636,563   | 1.4   | 3,088,902   | 1.1   |
| Pre-tax profit -<br>Bénéfice avant impôts                                 | 57,619,903  | 12.8  | 65,047,011  | 18.4  | 51,778,382  | 16.1  | 59,168,299  | 20.8  |
| <b>CANADIAN PROGRAM EXPENDITURES<br/>FRAIS POUR ÉMISSIONS CANADIENNES</b> |             |       |             |       |             |       |             |       |
| Acquisition of rights -<br>Acquisitions de droits de diffusion            | 88,658,450  | 25.1  | 48,594,983  | 13.8  | 51,699,908  | 16.1  | 36,554,609  | 12.9  |
| Script and concept -<br>Scénarios et concepts                             | 1,170,326   | 0.3   | 670,707     | 0.2   | 431,689     | 0.1   | 364,750     | 0.1   |
| Filler programs -<br>Matériel d'intermède                                 | 684,352     | 0.2   | 285,975     | 0.1   | 219,663     | 0.1   | 233,241     | 0.1   |
| Program - Production - d'émissions  | 107,668,175 | 23.8  | 76,016,200  | 21.5  | 63,382,016  | 19.7  | 50,243,685  | 17.7  |
| Program investments -<br>Investissements dans des émissions               | 7,984,405   | 1.8   | 5,096,149   | 1.4   | 2,480,120   | 0.8   | 4,202,242   | 1.5   |
| Total Canadian programs -<br>Total des émissions canadiennes              | 206,165,708 | 45.6  | 130,664,014 | 37.0  | 118,213,396 | 36.7  | 91,598,527  | 32.3  |
| Salaries -Total- Rémunérations  | 88,745,812  | 19.6  | 65,559,938  | 18.6  | 63,494,299  | 19.7  | 54,051,606  | 19.0  |
| Staff - Effectifs   | 1,794       |       | 1,324       |       | 1,268       |       | 1,154       |       |

Data source  
CRTC Industry Statistics and Analysis  
BROADCAST ANALYSIS BRANCH

Source des données  
CRTC Groupe des statistiques et de l'analyse de l'industrie  
ANALYSE DE LA RADIODIFFUSION

TABLE 39. Pay television, Historical Financial Performance, 1992-1995

TABLEAU 39. Télévision payante chiffres chronologiques 1992-1995

|   | 1995        |       | 1994        |       | 1993        |       | 1992        |       |
|---|-------------|-------|-------------|-------|-------------|-------|-------------|-------|
|   | \$          | %     | \$          | %     | \$          | %     | \$          | %     |
| <b>Revenue - Recettes:</b>  |             |       |             |       |             |       |             |       |
| Residential and commercial -<br>Résidentiel et commercial                 | 123,417,990 | 99.2  | 117,550,514 | 99.0  | 115,115,762 | 98.8  | 109,727,927 | 98.6  |
| Direct-to-home satellite -<br>Satellites de radiodiffusion direct         | 1,075,229   | 0.9   | 1,142,458   | 1.0   | 1,360,177   | 1.2   | 1,225,858   | 1.1   |
| Local advertising -<br>Publicité locale                                   | -           | 0.0   | -           | 0.0   | -           | 0.0   | 185,270     | 0.2   |
| National advertising -<br>Publicité nationale                             | -           | 0.0   | -           | 0.0   | -           | 0.0   | 145,568     | 0.1   |
| Other revenue - Autres revenus  | 71,388      | 0.1   | 23,197      | 0.0   | 88,977      | 0.1   | 105,711     | 0.1   |
| Revenue - Total - Recettes  | 124,464,607 | 100.0 | 118,716,169 | 100.0 | 116,564,916 | 100.0 | 111,309,334 | 100.0 |
| <b>Expenses - Dépenses:</b>   |             |       |             |       |             |       |             |       |
| Program acquisitions -<br>Acquisitions d'émissions                        | 60,999,371  | 49.0  | 58,456,232  | 49.2  | 57,164,826  | 49.0  | 52,775,073  | 47.4  |
| Program investments -<br>Investissements dans des émissions               | 2,661,563   | 2.1   | 3,682,858   | 3.1   | 3,908,990   | 3.4   | 3,576,596   | 3.2   |
| Program related expense -<br>Frais reliés à la programmation              | 2,920,783   | 2.3   | 2,378,986   | 2.0   | 2,290,875   | 2.0   | 2,568,847   | 2.3   |
| Technical - Services - techniques   | 13,171,230  | 10.6  | 10,947,206  | 9.2   | 10,839,417  | 9.3   | 9,558,740   | 8.6   |
| Sales and promotion - Ventes et promotion                                 | 15,897,834  | 12.8  | 14,989,155  | 12.6  | 15,130,842  | 13.0  | 15,126,056  | 13.6  |
| Administration and general -<br>Administration et frais généraux          | 8,878,031   | 7.1   | 9,388,393   | 7.9   | 9,117,250   | 7.8   | 9,174,774   | 8.2   |
| Expenses - Total - Dépenses   | 104,528,815 | 84.0  | 99,842,830  | 84.1  | 98,452,200  | 84.5  | 92,780,086  | 83.4  |
| Operating income -<br>Recettes d'exploitation                             | 20,035,792  | 16.1  | 18,873,339  | 15.9  | 18,112,716  | 15.5  | 18,610,248  | 16.7  |
| Depreciation - Amortissement  | 1,061,198   | 0.9   | 920,743     | 0.8   | 1,209,960   | 1.0   | 891,174     | 0.8   |
| Profit before interest and taxes -<br>Bénéfice avant intérêts et impôts   | 18,974,594  | 15.2  | 17,952,596  | 15.1  | 16,902,756  | 14.5  | 17,719,074  | 15.9  |
| Interest expense - Intérêts versés  | 4,904,563   | 3.9   | 3,861,082   | 3.3   | 3,999,913   | 3.4   | 2,926,312   | 2.6   |
| Adjustments - Redressements   | -2,301,708  | -1.7  | -610,717    | -0.4  | -712,308    | -0.5  | 908,356     | 0.8   |
| Pre-tax profit -<br>Bénéfice avant impôts                                 | 16,371,739  | 13.2  | 14,702,231  | 12.4  | 13,615,151  | 11.7  | 13,884,406  | 12.5  |
| <b>CANADIAN PROGRAM EXPENDITURES<br/>FRAIS POUR ÉMISSIONS CANADIENNES</b> |             |       |             |       |             |       |             |       |
| Acquisition of rights -<br>Acquisitions de droits de diffusion            | 15,680,504  | 13.2  | 13,577,123  | 11.4  | 13,458,044  | 11.5  | 10,266,894  | 9.2   |
| Script and concept -<br>Scénarios et concepts                             | 2,056,758   | 1.7   | 1,827,705   | 1.5   | 1,955,020   | 1.7   | 1,879,625   | 1.7   |
| Filler programs -<br>Matériel d'intermède                                 | 3,008,835   | 2.4   | 1,322,811   | 1.1   | 1,285,793   | 1.1   | 1,318,926   | 1.2   |
| Program - Production - d'émissions  | 80,917      | 0.1   | 106,687     | 0.1   | 50,000      | 0.0   | 416,510     | 0.4   |
| Program investments -<br>Investissements dans des émissions               | 10,560,797  | 8.5   | 7,780,420   | 6.6   | 7,682,500   | 6.6   | 7,508,176   | 6.7   |
| Total Canadian programs -<br>Total des émissions canadiennes              | 31,387,811  | 25.2  | 24,616,746  | 20.7  | 24,431,357  | 21.0  | 21,390,131  | 19.2  |
| Salaries -Total- Rémunérations  | 10,915,533  | 8.8   | 8,985,910   | 7.6   | 8,728,690   | 7.5   | 8,482,671   | 7.6   |
| Staff - Effectifs   | 184         |       | 163         |       | 159         |       | 192         |       |

Data source  
CRTC Industry Statistics and Analysis  
BROADCAST ANALYSIS BRANCH

Source des données  
CRTC Groupe des statistiques et de l'analyse de l'industrie  
ANALYSE DE LA RADIODIFFUSION

## GLOSSARY OF TERMS

**Advertising, local.** Advertising carried by radio and television stations on behalf of a local advertiser. (Publicité locale)

**Advertising, national.** Advertising carried by radio and television stations, originating from a national advertiser and usually contracted through an advertising agency and a national sales representative or a network. (Publicité nationale)

**Affiliate.** A station which is paid to broadcast at stated times programs of a given network. (Station affiliée)

**AM.** Amplitude modulation, a method of modulating radio waves. Generally, AM is used to describe broadcasting in the standard broadcast band of 535-1650 kHz. (MA)

**Broadcasting.** Any radio communication in which the transmissions are intended for direct public reception. (Radiodiffusion)

**Broadcasting licence.** A licence issued under the Broadcasting Act to carry on a broadcasting undertaking. (Licence de radiodiffusion)

**Broadcasting station.** A licensed station operating in the broadcasting band, the transmissions of which are intended for public reception. (Station de radiodiffusion)

**Broadcasting undertaking.** Includes a broadcasting transmitting undertaking, a broadcasting receiving undertaking and a network operation. (Entreprise de radiodiffusion)

**Broadcasting year.** The 12-month period from September 1 to August 31. The regulation establishing this reporting period was introduced in 1968 by CRTC. (Année de radiodiffusion)

**CAB (The Canadian Association of Broadcasters).** L'Association Canadienne des Radiodiffuseurs, a voluntary trade association of radio and television broadcasting stations in Canada. (ACR)

**Call sign.** A broadcasting station identification assigned by the Canadian Radio-television and Telecommunications Commission, consisting of a combination of letters and when applicable numerals. (Indicatif)

**CBC (Canadian Broadcasting Corporation).** A Crown Corporation established in 1936 under the Broadcasting Act, for the purpose of operating a national broadcasting system. (Société Radio-Canada)

**Channel.** A frequency in the radio spectrum assigned to a radio or television station. (Canal)

**Classification of Survey Universe<sup>1</sup>**

**Business organization.** This includes any business undertaking engaged in privately owned broadcasting as distinct from the CBC whether or not the business is incorporated and could include public companies, private companies, partnerships but it does not include holding companies. (Entreprise commerciale)

**Reporting unit.** This is the smallest unit in the business organization which is capable of reporting the elements of operating statistics such as revenue, expenses, profit and the fixed assets used in the operations. Reporting units are the foundation of operating statistics in broadcasting with the exception of CBC. (Unité déclarante)

A reporting unit may consist of any one of the following:

a single radio station operating independently,

a combination of radio stations (AM/FM),

a single or originating television station operating independently,

an originating television station operating in conjunction with a number of rebroadcasting stations, or,

a regional television network such as **Global Communications Limited**.

With the exception of CTV and CBC, reporting units have been allocated to regions and revenue groups based on their location and total revenue.

**CRTC (Canadian Radio-television and Telecommunications Commission).** Established by the Broadcasting Act, 1968 to regulate the establishment and operation of broadcasting undertakings in Canada. (CRTC)

**CTV (CTV Television Network Limited).** A national television network service comprised of a group of privately owned television stations. (CTV)

<sup>1</sup> This Classification compares with the Company, Establishment concept of Statistics Canada's Standard Industrial Classification (SIC). The Business Organization is similar to the Company and the Reporting Unit is similar to the Establishment. (The Enterprise concept of the SIC exists in Broadcasting in the form of holding companies, such as Standard Broadcasting and Western Broadcasting.) Holding companies as such are not included in the broadcasting statistics.

**DOC.** Department of Communications which, under the Radio Act, is authorized to license certain classes of radio stations and in the case of broadcasting undertakings, to issue a technical construction and operating certificate. (MDC)

**FM.** Frequency modulation, a method of modulating radio waves. Generally FM is used to describe broadcasting in the FM broadcast band of 88-108 MHz and the audio portion of television signals. (MF)

**Licence.** See "Broadcasting Licence". (Licence)

**Licensee.** A person or company licensed by the Canadian Radio-television and Telecommunications Commission to carry on a broadcasting undertaking. (Titulaire de licence)

**National sales representative.** The exclusive sales agent for one or more specified television and/or radio stations in the sale of selective advertising to national and regional advertisers. (Représentant national)

**Network.** An organization consisting of a network operator and stations with which there are affiliation agreements. In the case of network time sales, arrangements to sponsor programs are generally made by the advertising agency directly with the television or radio network. (Réseau)

**Originate.** To broadcast a radio or television program from a specific location. (Provenir)

**Program.** Presentation in sound and/or image, by broadcast stations. (Émission)

**Radio.** Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by means of electromagnetic waves of frequencies lower than 3,000 GHz, propagated in space without artificial guide. (Radio)

**Revenue.** All broadcasting revenue from local, national and network advertising is net of advertising agency commissions, trade discounts, and line and service charges. (Recettes)

**Salaries, wages and fringe benefits.** This includes remuneration for regular hours worked, overtime, vacation and holidays, commissions paid to staff. Fringe benefits include employees' profit sharing and bonus arrangements, the total cost of providing retirement pensions to employees and the cost of providing benefits such as group medical, group life, unemployment insurance, workmen's compensation and other employees' benefits. The value of board and lodging and other payments in kind are not included. (Traitements, salaires et avantages sociaux)

**Station, rebroadcasting.** A licensed broadcasting station which does not originate programs and which is programmed exclusively by off-air pickup from a parent or mother broadcasting station. (Réémetteur)

**Statistics Canada.** A federal government agency established under the Statistics Act to form a centralized national statistical organization. (Statistique Canada)

**SW.** Short wave, in broadcasting is the band of frequencies in the 6-26 MHz range that have been allocated to the broadcasting service. (OC)

**Telecast.** A television broadcast. (Télédiffusion)

**Telecommunication.** Any transmission, emission or reception of signs, signals, writing, images, sounds or intelligence of any nature, by wire, radio, visual or other electromagnetic system. (Télécommunication)

**Television.** A system of telecommunication for the transmission of audio and video signals usually for reception by the general public. (Télévision)

**Television channel.** A frequency in the radio spectrum assigned to a television station. (Canal de télévision)

**TVA Television Network.** An independent French language network comprised of a group of privately owned television stations. (TVA, le réseau de télévision)



## GLOSSAIRE DES TERMES

**ACR (L'Association canadienne des radiodiffuseurs).** Association professionnelle sans but lucratif regroupant les stations de radio et de télévision canadiennes. (CAB)

**Année de radiodiffusion.** Période de 12 mois allant du 1<sup>er</sup> septembre au 31 août. Le règlement fixant cette période a été mis en vigueur en 1968 par le CRTC. (Broadcasting year)

**Canal.** Fréquence du spectre des fréquences radio-électriques assignée à une station de radio ou de télévision. (Channel)

**Canal de télévision.** Bande de fréquences assignée à une station de télévision. (Television channel)

### Classification de l'univers de l'enquête<sup>1</sup>

**Entreprise commerciale.** Toute entreprise qui s'occupe de radiodiffusion privée, distincte de Radio-Canada, que l'entreprise soit constituée en société ou non; il peut s'agir d'une société anonyme, privée ou en nom collectif, mais pas d'une société de portefeuilles. (Business organization)

**Unité déclarante.** La plus petite unité commerciale en mesure de déclarer les composantes de la statistique de l'exploitation, telles que recettes, dépenses, bénéfices et immobilisations servant à l'exploitation. Sauf pour Radio-Canada, la statistique de l'exploitation en radiodiffusion est basée sur les unités déclarantes. (Reporting unit)

Une unité déclarante peut prendre l'une des formes suivantes:

une seule station de radio indépendante,

une combinaison de stations de radio AM/FM,

une station indépendante de télévision unique ou émettrice,

une station de télévision émettrice fonctionnant conjointement avec un certain nombre de réémetteurs, ou

un réseau régional de télévision comme **Global Communications Limited**.

À l'exception de CTV et Radio-Canada, les unités déclarantes ont été réparties entre les régions et les tranches de recettes d'après leur emplacement et leurs recettes totales.

**Publicité locale.** Publicité transmise par des stations de radio et de télévision pour le compte d'un annonceur local. (Advertising, local)

**CTV (CTV Television Network Limited).** Réseau national privé de télévision groupant certaines stations de télévision privées. (CTV)

**Émission.** Présentation sonore ou visuelle (ou les deux) des stations de radio et de télévision. (Program)

**Entreprise de radiodiffusion.** Comprend une entreprise d'émission de radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion. (Broadcasting undertaking)

**Indicatif.** Appellation conventionnelle d'une station de radiodiffusion formée d'une série de lettres et, éventuellement, de chiffres. L'indicatif d'une station est fixé par le Conseil de la Radiodiffusion et des Télécommunications Canadiennes. (Call sign)

**Licence.** Voir "Radiodiffusion". (Licence)

**Licence de radiodiffusion.** Licence attribuée en vertu de la Loi sur la radiodiffusion pour l'exploitation d'une entreprise de radiodiffusion. (Broadcasting licence)

**MA.** Modulation d'amplitude, procédé de modulation des ondes radio. On utilise généralement le sigle AM ou MA pour indiquer la radiodiffusion sur la bande de fréquences qui va de 535 à 1650 kHz. (AM)

**MDC.** Ministère des Communications qui, en vertu de la Loi sur la radio, est autorisé à délivrer des licences à certaines catégories de stations de radio et des certificats d'aménagement technique et d'exploitation aux entreprises de radiodiffusion. (DOC)

**MF.** Modulation de fréquence, un des procédés de modulation des ondes radio. En général, on entend par le signe MF ou FM la diffusion en modulation de fréquence sur la bande de fréquences allant de 88-108 MHz et la partie sonore des signaux de télévision. (FM)

**OC.** En radiodiffusion, les ondes courtes forment la bande de fréquences de 6-26 MHz attribuée à ce genre de service. (SW)

**Provenir.** Être émis d'une localité déterminée quand il s'agit d'une émission de radio ou de télévision. (Originate)

<sup>1</sup> Cette classification adopte les concepts de société et d'établissement de la Classification des activités économiques (CAÉ) de Statistique Canada. L'entreprise commerciale correspond à la société et l'unité déclarante, à l'établissement. (Le concept d'entreprise de la CAÉ correspond, en radiodiffusion, aux sociétés de portefeuilles telles que *Standard Broadcasting* et *Western Broadcasting*.) La Statistique de la radiodiffusion ne tient pas compte des sociétés de portefeuilles comme telles.

**Station affiliée.** Station qui est payée pour diffuser les émissions d'un réseau à certaines heures. (Affiliate)

**Publicité nationale.** Publicité d'un annonceur national transmise par une ou plusieurs stations de radio et de télévision et dont le contrat est généralement conclu entre une agence de publicité et le représentant national pour les ventes ou un réseau. (Advertising, national)

**Radio.** Toute transmission, émission ou réception de codes, signaux, textes, images, sons ou informations de toute nature, par ondes radio-électriques de fréquences inférieures à 3,000 Gigahertz, se propageant dans l'espace sans guide artificiel. (Radio)

**Radiodiffusion.** Radiocommunication dont les émissions sont destinées à être reçues directement par le public en général. (Broadcasting)

**Recettes.** Toutes les recettes de radiodiffusion provenant de la publicité, à l'échelle locale, nationale ou des réseaux, ne comprennent pas les commissions des agences de publicité, les remises sur facture, ni les frais de transmission ou de service. (Revenue)

**Réémetteur.** Station de radiodiffusion titulaire d'une licence qui ne produit aucune émission et ne transmet que des émissions captées d'une station de base ou filiale ou d'une autre station relais. (Station, rebroadcasting)

**Représentant (en publicité) national.** Agent unique d'une ou de plusieurs stations de radio ou de télévision spécialisé dans la vente publicitaire sélective aux annonceurs nationaux et régionaux. (National sales representative)

**Réseau.** Organisation formée par un exploitant de réseau et les stations qu'il dessert en vertu d'un contrat d'affiliation. En ce qui concerne la vente de temps d'antenne d'un réseau, les arrangements pour la commande d'émissions sont généralement faits par l'agence de publicité directement avec le réseau de télévision ou de radio. (Network)

**Société Radio-Canada.** Société de la Couronne fondée en 1936 en vertu de la Loi canadienne sur la radiodiffusion pour l'exploitation d'un réseau national de radiodiffusion. (CBC)

**Station de radiodiffusion.** Station titulaire d'une licence, émettant sur la bande de radiodiffusion des émissions qui s'adressent au public. (Broadcasting station)

**Statistique Canada.** Organisme de l'administration fédérale établi en vertu de la Loi sur la statistique pour centraliser toutes les données statistiques à l'échelle nationale. (Statistics Canada)

**Télécommunication.** Toute transmission, émission ou réception de signes, de signaux, de messages écrits, d'images, de sons ou de renseignements de toute nature, par fil, par radio ou par d'autres procédés visuels ou électromagnétiques. (Telecommunication)

**Télédiffusion.** Transmission d'une émission de télévision. (Telecast)

**Télévision.** Système de télécommunication assurant la transmission de messages sonores et d'images habituellement destinés à être reçus par le public en général. (Television)

**Titulaire de licence.** Personne détentrice d'une licence délivrée par le Conseil de la Radiodiffusion et des Télécommunications Canadiennes et lui donnant droit d'exploiter une entreprise de radiodiffusion. (Licensee)

**Traitements, salaires et avantages sociaux.** Les traitements et salaires comprennent la rémunération pour les heures normales de travail, les heures supplémentaires, les vacances et les jours fériés ainsi que les commissions versées au personnel. Les avantages sociaux comprennent la participation des salariés aux bénéfices et aux gratifications, l'apport total de l'employeur au titre des régimes de pension des salariés ainsi que le coût assumé pour fournir divers avantages aux salariés: assurance-soins médicaux collective, assurance-vie collective, paiement des cotisations d'assurance-chômage, participation à la caisse des accidents du travail et autres avantages. Sont exclus, les frais de chambre et de pension ainsi que tous les paiements de même nature. (Salaries, wages and fringe benefits)

**Le réseau de télévision TVA.** Réseau français indépendant regroupant certaines stations de télévision privées. (TVA Television Network)

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
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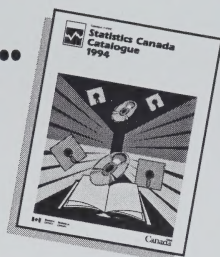
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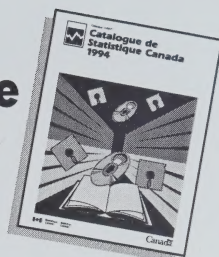
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